The Effect of Digital Marketing, Influencer Marketing and Online Customer Review on Purchase Decision: A Case Study of Cake Shop "Lu'miere"

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Abstract

Lu'Miere is a brand of cake shop owned by Anang Hermansyah and Ashanty. Located in Pondok Indah Jakarta, this cake shop has succeeded in attracting many cake lovers. Moreover, this store offers an interesting variety of menus and provides a unique atmosphere. This study aims to examine the effect of Digital Marketing, Influencer Marketing, and Online Customer Reviews on purchase decisions from customers of Lu'Miere. The objects used in this study are the Lu'Miere's Customers. Analysis of the data used in this study begins with direct observation and exploration to develop a conceptual framework for the study, then distributing questionnaires to 101 respondents from the customer of Lu'Miere. The results showed that Digital Marketing, Influencer Marketing, and Online Customer Review significantly affect purchasing decisions. The R^2 value of 0.585 means that the percentage of the influence of digital marketing, influencer marketing, and online customer review on purchasing decisions is 58.5%. At the same time, the rest is influenced by other variables that are not included in this model.

Keywords*: Digital Marketing; Influencer Marketing; Online Customer Review; Purchase Decision; Social Media; Search Engine Marketing.*

1. Introduction

Currently, the culinary business is increasing. Based on data from the Creative Economy Agency (Badan Ekonomi Kreatif-Bekraf) of the Republic of Indonesia, the culinary sub-sector contributed IDR 455.44 billion, or around 41% of the total GDP of the creative economy in 2020.

Over 8.2 million creative businesses in Indonesia are dominated by the culinary, fashion, and craft fields. In addition, there are four sub-sectors of the creative economy with the fastest growth: film, animation, and video, performing arts, and visual communication design. The rapid growth in this sector is supported by the increasing adoption of digital technology in today's society.

The use of the internet and social media certainly has a significant influence in reaching a broader market. Social media is a means to interact and communicate. Ratih et al. (2021) define that nowadays, customers tend to prioritize the emotional aspect and its impact on their social life. Therefore, the marketing strategy has undergone a significant transformation. Various social media platforms can be used, one of which is Instagram. Instagram is one of the newest trends in digital marketing, which is used as a promotional medium. Instagram has supporting elements such as profiles, followers, hashtags, push notifications, location tags, and others.

Marketing activities using Instagram are quite practical. Of the several social media available,

Instagram is one of the social media applications that have the power to attract users' attention. Instagram is used for entertainment and as a new digital marketing medium. Anang Hermansyah and Ashanty own lu'Miere cake shop. It is known that this cake shop has been open since January 19, 2020. Lu'Miere's interior design looks quite luxurious and spacious. It also presents a diverse cake menu so that cake lovers have many choices.

Figure 1. Lu'Miere Cake Shop

Lu'Miere uses social media to promote its products. Followers from Instagram @lumiere.pusat as many as 200K, showing that many foodies love their products. Lu'Miere also sells its products on E-Commerce, such as Tokopedia and Shopee. Lu'Miere's online customer review rating has reached five stars, meaning that customers who have bought cakes from this shop are satisfied. However, this condition can increase other people who have never bought Lu'Miere want to try to buy.
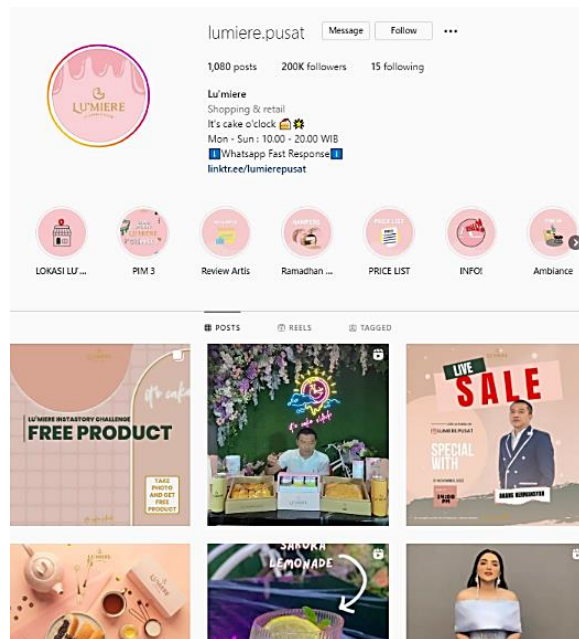
Figure 2. Instagram of Lu'Miere

Lu'Miere also uses an influencer marketing strategy. They routinely use influencers on their Instagram accounts. The owner of Lu'Miere is an artist couple in Indonesia. Anang and Ashanty go directly as an influencer for promoting their product.

Based on these conditions, the authors are interested in conducting research for analyzing Digital Marketing, Influencer Marketing, and Online Customer Reviews, which is affected Purchase Decisions.

2. Literature Review

2.1. Digital Marketing

Digital marketing is a form of modern marketing that is also a new hope and innovation for companies that are expected to impact the company positively. Digital marketing allows a way of advertising and communicating directly with potential consumers without being hindered by time and geographical location. According to Mahalaxmi & Ranjth (2016), this method is one of the best ways to overcome and minimize errors in communicating directly with customers.

Digital Marketing, according to Chaffey & Chadwick (2019), is the application of digital technology that forms online channels to the market (websites, e-mails, databases, digital TV, and various other recent innovations, including blogs, feeds, podcasts, and social networks).

According to Heidrick & Struggles (2009), the development of digital marketing through the web, mobile phones, and game kits offers bar access to undesirable and highly influential advertising.

Digital Marketing, according to Chakti (2014), is all efforts of marketing that are carried out using various devices connected to the internet. Digital marketing is carried out in different strategic ways, and digital media aims to communicate to potential consumers through online communication channels. Various digital marketing accesses that facilitate marketing include websites, blogs, social media (Facebook, Instagram), and interactive audio-video (Youtube, video). It also includes interactive audio (Podcast, Soundcloud, Spotify), display ads, and marketplaces (Shopee, Bukalapak, Tokopedia, Traveloka, Pegi-Pegi).

Various aspects that need to be considered and observed in maximizing digital marketing strategies are the convenience of consumers in accessing, speed and accuracy of information and visualization of attractive products, and security in transactions.

Digital marketing is the right area to improvise with various media and content because it has many opportunities and challenges every year, month, and day. Innovation is carried out by improvising with new technology, new business models, and new communication approaches to achieve communication goals aimed at consumers. This marketing activity also has several platforms that are carried out digitally, such as social media and using other online media, that can trigger and influence sales targets in the future (Soetanto et al., 2020).

Digital marketing activities are carried out by presenting the products and brands of a company through media such as websites and other social media, the purpose of which is to communicate or to inform the products sold in detail and relevant to make it easier for consumers to identify these products. Digital marketing activities also have several platforms that can increase awareness for consumers.

Promotional activities also have several elements that are part of a strategy for communicating a product/brand to consumers. While the internet can be used as a communication tool with consumers that can help inform products to influence consumers to the stage of the buying process. The approach to examine a promotional element is to understand various new ways/new strategies in applying each communication tool, assessing the use of the internet in influencing consumers to the stage of the product buying process, and using promotional tools to support all these processes until to the purchase stage for consumers.

In digital marketing activities, digital media are used to facilitate and support all digital marketing activities in the form of technology platforms such as the internet, websites/websites, mobile phones, TV, and other interactive media.

Establish personal relationships with consumers by listening to complaints or suggestions to make

customers feel more valued. Which, in the end, will provide added value to business development, especially the company's brand. It looks simple, but it takes work to ascertain, especially for those who need help understanding the true meaning of digital marketing.

The digital marketing strategy should align with the strategy of an organization. In such a development of digital technology, an organization is sometimes tempted to avoid listening or seeing what the market wants. Often with the advancement of technology, business organizations are tempted to demonstrate the sophistication of their technology without hearing what the market has to say.

The digital era has brought various good changes as a positive impact that can be used as well as possible. However, at the same time, the digital era can also have a negative impact, so this becomes a new challenge in human life. The challenges in this digital era have also entered various fields, such as sociocultural, defense, security, politics, economy, and information technology.

2.2. Influencer Marketing

Suhariyanto, J. (2021) defines consumer behavior as influenced by watching decisions. Influencer marketing is a marketing strategy that uses affects key individuals to encourage someone to make a buying decision (Scott, 2015). Today, influencer marketing influences behavior where complex consumer behavior involves searching for, selecting, buying, using, and evaluating products and services to determine needs and desires (SueLin, 2010).

Influencer marketing is one of a company's marketing strategies by inviting an influencer to work together to increase brand awareness and sales tailored to a specific target market.

Influencer marketing is a method of appointing people or figures who are considered to influence people to be the target of promotion or the brand. An influencer is a person or figure in social media who has a large or significant number of followers, and what they say can influence the behavior of their followers (Hariyanti & Wirapraja, 2018).

Influencers or celebrities are in great demand by sellers to advertise the product because the message conveyed by an interesting source will get greater attention; besides that, it will be very easy to remember (Royan, 2005).

Ratih and Risa (2022) define that most people analyze a product's testimonials or reviews before making a purchase. Therefore, the influencer's review of a product becomes a consideration by the customer before making a purchase (Ayuni and Prasetyawati, 2020).

Meanwhile, according to Brown and Hayes (2008) is a tool for cost efficiency with low marketing costs but can reach a wide market. An influencer is a person who has the power to influence purchase intentions because of his popularity, authority, knowledge, and position.

The influencer is a person (public figure) on social media who has a large or significant number of followers, and what they say on social media can influence or respond to the behavior of their followers (Tjiptono Fandy, 2006).

Royan (2005) said that there are three indicators in influencer marketing: attractiveness, trustworthiness, and Expertise.

2.3. Online Customer Review

A marketplace is a virtual market where sellers and buyers meet and perform in various types of transactions. David (2014) stated in his research that e-marketplaces have benefits in creating new strategies for marketing to be more effective.

Customers will try to get information on products and services that they will buy through ratings and online customer reviews. Therefore, existing reviews are one of the triggers for sales. Before buying products on online shopping sites, consumers are accustomed to looking for information that can be searched in various ways. One of them is the information that can be accessed, such as reviews of blogs or writings provided by website owners about a product, from specifications, advantages, and disadvantages of the product and the price of the product. While the rating can also affect the buyer's decision to purchase at an online store, the high and low rating of the online shop reflects the number of buyers at the online shop (Soetanto et al., 2020).

An online customer review is a positive, neutral or negative statement made by consumers towards a product, service, or brand that many people can see and access via the internet.

Danty et al. (2020) define online customer reviews as a source of consumer information about the products and brands sold. Another definition of online customer review is an informal evaluation of goods and services attached to third-party sites and retailers created by consumers. (Lee & Shin 2014) state that people can take the number of reviews as an indicator of the popular product or the product's value that will affect the willingness to buy a product. Online customer reviews can be categorized as one form of electronic word of mouth (Mayzlin & Godes, 2002).

Susanto & Aprianingsih (2016) define online consumer review as a form of electronic word of mouth that can be regarded as a new form of marketing

communication and can influence and play a role in the purchasing decision process.

Ratih, et al. (2020) define the reason customers give positive reviews as they are satisfied with the service provided. Service also includes the ease of transactions and the ease of using the application.

2.4. Purchase Decision

The purchase decision is a consumer action that may or may not occur in a buying process (Ayuni and Prasetyawati, 2020). The number of consumers in the decision-making process is one of the factors determining whether or not a company's goals are achieved. According to Griffin (2005), loyal customers are the most valuable assets most valuable to any company. Kotler and Keller (2009), the concept of purchase decisions is at the stage of the buyer decision process where consumers buy. Decision-making is an individual activity directly related to acquiring and using the goods offered.

Kotler and Armstrong (2011) explain that there are four indicators in purchasing decisions:

1. Product Stability. When making the purchase process, consumers will choose one of several available options. High-quality goods, affordable prices, or other factors can increase consumer confidence and desire to buy a product.
2. Product Purchase Habits. Consumer buying habits can also influence purchasing decisions. Consumers will feel the product's benefits, so the product is ingrained in their hearts. Therefore, consumers will feel uncomfortable when they have to try other products. Consumers will prefer products that have been widely used or frequently used.
3. Recommended to others. If consumers can feel the benefits of a product in the buying process, consumers will be able to recommend the product to others. Then people want someone to feel the benefits of the product as well.
4. Repeat purchases. Consumers will naturally feel satisfied when they feel that the product fits or meets their expectations. If the consumer is satisfied with the use of the product, the consumer will make a repeat purchase.

According to Kotler et al. (2016), purchasing decisions are part of the study of consumer behavior, how individuals/groups/organizations choose, buy, and use goods, services, ideas, or experiences to satisfy their needs and desires.

There are five stages of the buying decision process: problem recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. There are six dimensions in purchasing decisions in this discussion, which are as follows:

a. Product Selection
   Consumers can decide to buy a product or use their money for other purposes. In this case, many companies that offer products/services must be able to focus their attention on people who are interested in buying a product as an alternative they are considering from various products.

b. Brand Selection
   Consumers must make decisions about which brands to buy and use. In addition, each brand must have differences in terms of quality, price, and others. Thus, companies that offer products/services must know how consumers choose a brand for a product.

c. Distributor Options
   Every consumer is different when it comes to choosing a distributor. Several factors that influence the choice of distributors are the distance to a location, low prices, complete inventory, convenient shopping places, vast shopping areas, and others.

d. Time of Purchase
   Every consumer is different in terms of time when they are buying goods. For example, it can be per day, week, fortnight, month, and others.

e. Amount of Purchase
   Consumers can also decide how many products to buy at one time of purchase. In this case, the company must be able to prepare product variants according to consumers' needs and desires, which vary from time to time.

f. Payment Methods
   Consumers can make decisions about the payment method that will be chosen to pay for the products or services they buy. Buyers' decisions today are influenced by the technology used during the transaction because of the progress of the times.
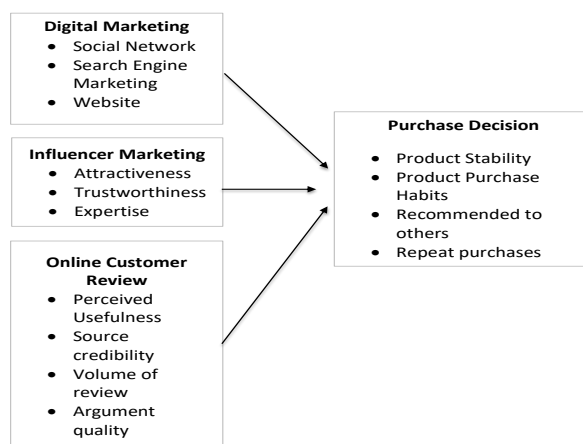
2.5. Research Framework

Figure 3. Research Model

Based on the above literature review, the relationship of the four constructs is presented in Figure 3, and the hypotheses are determined as follows.

H₁: Digital Marketing Affects Purchase Decision
H₂: Influencer Marketing Affects Purchase Decision
H₃: Online Customer Review Affects Purchase Decision

3. Methods

The method used in this study is quantitative. This method analyzes how an independent variable affects the dependent variable. The independent variables are digital marketing, influencer marketing, and online review. At the same time, the dependent variable is purchasing decisions.

This research occurs in a cake shop called Lu'Miere, located in Plaza 5, Pondok Indah, Jakarta. This study decided to survey this cake shop since it has a fast-growing market compared with other cake shops. Besides, the study is concerned with the location, which is strategic in the center of one business center in Jakarta. The time needed to conduct the research is three months, from May to July 2022.

The population uses the average of visitors to Lu'Miere. Sampling using the Slovin formula, $n = /N.d^2 + 1$. From this formula, the minimum number of samples is 97 respondents. This is the minimum number required to ensure data variance is enough for analysis. However, this study tries to survey as many as possible to enhance the accuracy of the result. The survey is conducted using a questionnaire designed using a five-point Likert scale.

The criteria for selecting a sample of customers are based on consumers who buy the products from Lu'Miere and make a product purchase transaction at least once using the promo code listed on Lu'Miere's Instagram. This promo code is specifically for Lu'Miere's Instagram followers. The sampling method used is purposive sampling, data analysis using Simple Linear Regression, and the tool is using SPSS.

The Likert Scale values used are:
a. Strongly agree (5)
b. Agree (4)
c. Neutral (3)
d. Disagree (2)
e. Strongly Disagree (1)

4. Results

From the respondent's data, based on gender, 63.4% of respondents are women, and the rest are men.

From the characteristics of age, 50.6% of respondents are aged 20-29, and the rest are aged 30-60. From the job characteristics, 67.3% of the respondents are students, and the rest are workers. At the same time, 75% of respondents made purchases in the last six months. This result indicated that the respondents represent various social segments, which means that their opinions are representative of various social segments.

4.1. Validity and Reliability Test

The normality test is required to ensure that the data distribution follows the normal distribution and that statistical calculation is applied. Researchers tested the validity by comparing the value of sig (2-tailed) with a probability of 0.05 with the following conditions:

If the score of sig (2-tailed) < 0.05 while the Pearson Correlation is positive, then the question or statement is declared VALID.

If the score of sig (2-tailed) < 0.05 and negative, then the question or statement is NOT VALID.

The score is considered not valid If the score of sig (2-tailed) > 0.05.

The questionnaire results are declared reliable if the score of Cronbach's alpha is higher than 0.6.

Table 1. Validity and Reliability Test

Variables	Indicators	Validity Test		Reliability Test		Result	
		sig (2-tailed)	Cut Off	Cronbach's alpha	Cut Off		
Digital Marketing	Social Network (x1.1)	0.000	0.05			valid	
	Search Engine Marketing (x.1.2)	0.000	0.05	0.631	0.6	valid	reliable
	Website (x.1.3)	0.000	0.05			valid	
Influencer Marketing	Attractiveness (x2.1))	0.000	0.05			valid	
	Trustworthiness (x2.2)	0.000	0.05	0.799	0.6	valid	reliable
	Expertise (x2.3)	0.000	0.05			valid	
Online Customer Review	Perceived Usefulness (x3.1)	0.000	0.05			valid	
	Source Credibility (x3.2)	0.000	0.05	0.805	0.6	valid	reliable
	Volume of Review (x3.3)	0.000	0.05			valid	
	Argument Quality (x3.4)	0.000	0.05			valid	
Purchase Decision	Product Stability (y1.1)	0.000	0.05			valid	
	Product Purchase Habit (y1.2)	0.000	0.05	0.805	0.6	valid	reliable
	Recommend to Others (y1.3)	0.000	0.05			valid	
	Repeat Purchases (y1.4)	0.000	0.05			valid	

From the testing results, the validity is considered accepted when the value of sig (2-tailed) of all variables was less than 0.05. This shows whether all the questions or statements in the research questionnaire are valid. All construct indicators are considered valid based on these results, and further analysis can proceed.

Besides the validity test, reliability testing is also required with the testing result, as presented in Table 2-5. The result indicated that Cronbach's alpha score is higher than 0.60 (a minimum recommended acceptable limit). Hence, all indicators, as a block, are considered reliable, and the next step of analysis could proceed.

4.2. Normality Test

The normality test in the regression model is used to test whether the residual value resulting from the regression is usually distributed. A good regression model has a normally distributed residual value. In this test, the one sample Kolmogorov Smirnov test is used, which is if the residuals are normally distributed if the significance is more than 0.05. In this research, the significance value is 0.20, where the result is more significant than 0.05, so the distribution of data in this study is normally distributed.

4.3. Simple Linear Regression Test

The regression model is a model used to analyze one independent variable's effect on one dependent variable. In this study, simple regression analysis aims to determine the effect of Digital Marketing (X_1), Influencer Marketing (X_2), and Online Customer Review (X_3) on Purchase Decisions (Y).

Based on table 6 above, the multiple regression equation obtained is: $Y = 3.796 + 0.408X_1 + 0.322X_2 + 0,226X_3 \ldots R^2 = 0,585$

R in simple linear regression shows the correlation value between one independent variable and the dependent variable. The value of R ranges from 0 to 1; if it is close to 1, then the relationship is getting closer, but if it is close to 0, then the relationship is getting weaker. R Square (R^2) or the square of R shows the coefficient of determination. This figure will be converted to a percent form, which means the percentage contribution of the influence of the independent variable to the dependent variable. At the same time, Adjusted R Square is R Square that has been adjusted (Duwi Priyatno, 2012).

The R number obtained is 0.765, which means that the correlation between digital marketing, influencer marketing, and online customer review on purchasing decisions is 0.765. This means that there is a very close relationship because the value is close to 1. The R^2 value of 0.585 means that the percentage of the influence of digital marketing, influencer marketing, and online customer review on purchasing decisions is 58.5%. At the same time, the rest is influenced by other variables that are not included in this model.

Adjusted R Square is R Square that has been adjusted; the value of 0.573 also shows the contribution of the independent variable to the dependent variable. Adjusted R Square is usually used to measure the contribution of influence if the regression uses more than two independent variables.

4.4. T-Test

The T-Test or regression coefficient test is used to determine whether partially the independent variable has a significant effect or not on the dependent variable. In this case, determine whether digital marketing variables partially affect purchasing decisions.

This test uses the following significance level according to Sarjono & Winda (2013):
1. If the value <0.05, then the x variable influences the y variable. Furthermore, if the value > 0.05, the variable does not affect the y variable.
2. Based on table 6 for the T-test above the significance value, the value of sig T = 0.000 < from 0.05. T count has an influence between digital marketing variable (X_1) on purchasing decisions (Y), influencer marketing variable (X_2) on purchasing decisions (Y), and online customer review (X_3) on purchasing decisions (Y) at Lu'Miere cake shop.

4.5. F-Test

The F-Test is used to examine the relationship between variables such as digital marketing, influencer marketing, and online customer review on Purchase Decisions.

Table 2. Statistics Result of the Regression Model

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	3.796	0.984		3.858	0.000		
Digital Marketing	0.408	0.123	0.323	3.314	0.001	0.449	2.228
Influencer Marketing	0.322	0.118	0.277	2.739	0.007	0.418	2.392
Online Customer Review	0.226	0.71	0.275	3.174	0.002	0.570	1.754

Dependent Variable: Purchase Decision

If F-Count > F-Table and significance value < 0.05 (α=5%), the independent variable simultaneously significantly affects the dependent variable.

Table 3. Simultaneous Test Results

	ANOVA				
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	272.442	3	90.814	45.670	.000[b]
Residual	192.884	97	1.988		
Total	465.327	100			

Test results obtained the calculated F value of 45.670 is greater than the F table of 2.70 with a significance of 0,000. By this condition, it can be simplified that the hypothesis is proven.

5. Discussion

As shown in hypothesis testing, Digital Marketing, Influencer Marketing, and Online Customer Reviews positively affect Purchase Decisions. This finding aligns with Putri et al. (2022) research, which states those variables have positive relationships. It means that the greater attention of consumers, the more favorable it will be to increase purchasing decisions for products at Lu'Miere Cake Shop. Therefore, the manager or the owner can maximize promotional efforts that can create attention from potential consumers so that, in the end, it is expected to encourage buyers to make purchases from Lu'Miere Cake Shop.

Lu'Miere's owner should have a schedule to make advertisements on several YouTube channels or other social media. Lu'Mire can also carry out marketing strategies by providing coupons or discounts. Endorsements can also be done to increase buyer interest. The use of influencer marketing can continue to be carried out, considering the followers of Lu'Miere's Instagram account are also very large and varied.

Strategies to increase customer interest include promotions such as special discounts, buy one get one free, early bird purchases, and special deals with limited quantities. It also includes holding contests/competitions, giving free prizes/give away; updating social media profiles every day; creating posts with exciting photos and words; paying attention to comments and feedback from followers and responding quickly, and providing good customer service.

The strategy to increase customer action is to provide a straightforward ordering process, provide clear information about the payment process or options (account, e-wallet, and others.), and provide clear information on delivery options (delivery or pick-up service). It means that the greater attention of consumers, the more favorable it will be to increase purchasing decisions for products at Lu'Miere Cake Shop. Therefore, the manager or the owner can maximize promotional efforts that can create attention from potential consumers so that, in the end, it is expected to encourage buyers to make purchases from Lu'Miere Cake Shop. Furthermore, with the information provided clearly, consumers no longer need to ask about it, so they can immediately take action, and in the end, it can improve purchasing decisions.

6. Conclusions

This research investigates whether Digital Marketing, Influencer Marketing, and Online Customer Reviews positively influence purchasing decisions. This research shows that Digital Marketing, Influencer Marketing, and Online Customer Reviews positively influence purchasing decisions. The first hypothesis, with the ρ-value of 0.000 <0.05 is supported, which means that Digital marketing influences purchasing decisions. In addition, Influencer Marketing influences purchasing decisions with ρ-value 0.007 <0.05. Online Customer Review impacts purchase decisions with a value of 0.002 <0.05. Moreover, the result indicates that digital marketing positively affects purchase decisions with a path coefficient of 0.408. Besides, influencer marketing affects purchasing decisions with a path coefficient of 0.322. Lastly, online reviews influence purchasing decisions with a path coefficient of 0.226.

This research has some limitations. First, this research only examines customers from Lu'Miere, Pondok Indah, and Jakarta; otherwise, Lu'Miere has so many branches in Indonesia. Second, this research does not involve the E-Loyalty variable that can figure out the repetition of order. With those limitations, future research can use a broader research sample and variable to provide a bigger result.

Suhariyanto, J. (2022) defines that green marketing concepts can be applied to environmental sustainability due to environmental awareness. Regarding Honorata and Suparmi (2016), environmentally friendly packaging significantly affects repeat purchases. Therefore, for further research, the authors suggest examining the green marketing variables that impact purchasing decisions.

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