

DIGITAL MARKETING, BRAND IMAGE, E-WOM, AND PRODUCT QUALITY ON PURCHASE DECISION OF TAHU BAKSO ONICHAN

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Abstrak

Penelitian ini menganalisis pengaruh digital marketing, brand image, Electronic Word of Mouth (E-WOM), dan kualitas produk terhadap keputusan pembelian konsumen pada Usaha Mikro, Kecil, dan Menengah (UMKM) kuliner Tahu Bakso Onichan di Kota Madiun, Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 223 responden yang dipilih melalui teknik purposive sampling. Data dikumpulkan menggunakan kuesioner dengan skala Likert dan dianalisis melalui uji instrumen, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa digital marketing, brand image, E-WOM, dan kualitas produk masing-masing berpengaruh positif dan signifikan secara parsial terhadap keputusan pembelian. Secara simultan, keempat variabel tersebut berpengaruh signifikan terhadap keputusan pembelian dan mampu menjelaskan sebesar 43,7% variasi keputusan pembelian ($F = 44,147$; $p = 0,000$). Kualitas produk dan brand image menjadi variabel yang memberikan pengaruh paling kuat. Temuan penelitian ini mendukung Theory of Planned Behavior dan menunjukkan bahwa UMKM kuliner dapat meningkatkan keputusan pembelian konsumen melalui penerapan kualitas produk yang konsisten, penguatan brand image yang positif, aktivitas digital marketing yang efektif, serta penciptaan E-WOM yang positif.

Kata Kunci: Digital Marketing, Brand Image, Electronic Word of Mouth (E-WOM), Kualitas Produk, Keputusan Pembelian.

Abstract

This study analyzes the effect of digital marketing, brand image, Electronic Word of Mouth (E-WOM), and product quality on the purchase decisions of consumers of a culinary micro, small, and medium enterprise (MSME) producing tofu-meatball (tahu bakso) snacks in Madiun City, Indonesia. A quantitative survey design was employed, and 223 respondents were selected through purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed through instrument testing, classical assumption testing, multiple linear regression, t-test, F-test, and the coefficient of determination (R^2). The results show that digital marketing, brand image, E-WOM, and product quality each have a positive and significant partial effect on purchase decisions, and jointly explain 43.7% of the variance in purchase decisions ($F = 44.147$; $p = 0.000$). Product quality and brand image emerged as the strongest predictors. These findings support the Theory of Planned Behavior and suggest that culinary MSMEs can

strengthen purchase decisions by integrating consistent product quality, positive brand image, active digital marketing, and favorable E-WOM.

Keywords: *Digital Marketing, Brand Image, Electronic Word of Mouth (E-WOM), Product Quality, Purchase Decision.*

A. INTRODUCTION

Indonesia's food and beverage (F&B) industry has grown rapidly in recent years and has become one of the sectors that contributes significantly to the national economy by creating jobs and stimulating local economic activity (Kementerian Perindustrian Republik Indonesia, 2023). This growth is driven by population increase, changing lifestyles, technological advancement, and a more dynamic pattern of consumption, all of which push consumers to weigh not only a product's core function but also convenience, consumption experience, and the value a product offers (Kotler et al., 2022). A similar trend is visible at the regional level, including in Madiun City, where the rising number of micro, small, and medium enterprises (MSMEs) contributes to job creation, higher household income, and stronger local economic activity (Kementerian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia, 2024).

Alongside the increasing number of culinary businesses, the adoption of digital technology has changed how MSMEs compete. Digital tools allow business owners to reach wider markets, communicate more effectively with consumers, and run marketing activities more efficiently, while consumers themselves have become more active in searching for product information, comparing alternatives, and reading other consumers' reviews before deciding to buy (Kotler et al., 2022; Schiffman et al., 2022). Within the snack segment, tofu-meatball (tahu bakso) products illustrate this shift: once regarded as a traditional snack, they have evolved into a modern culinary item through variations in topping, packaging, and presentation.

Tahu Bakso Onichan, an MSME located on Jalan Rimba Mulya No. 06, Kartoharjo, Madiun City, exemplifies this development. The business offers a more modern concept than conventional tahu bakso products and competes with other local producers, including one that actively promotes its products through social media content such as TikTok. This condition indicates that competitiveness in the tahu bakso segment is no longer determined

by product quality alone, but also by a business's ability to innovate, build a strong brand image, apply digital marketing, and encourage positive Electronic Word of Mouth (E-WOM) among consumers.

Despite the practical relevance of these four factors, limited empirical evidence has examined how digital marketing, brand image, E-WOM, and product quality jointly influence purchase decisions among consumers of a culinary MSME of this scale. This study therefore aims to analyze the partial and simultaneous effect of digital marketing, brand image, E-WOM, and product quality on the purchase decisions of Tahu Bakso Onichan consumers in Madiun City. The findings are expected to provide theoretical contributions to marketing and consumer-behavior literature, as well as practical guidance for culinary MSMEs seeking to strengthen their competitive position.

Based on the theoretical review, the following hypotheses are proposed:

H1: Digital marketing has a positive and significant effect on purchase decisions.

H2: Brand image has a positive and significant effect on purchase decisions.

H3: Electronic Word of Mouth (E-WOM) has a positive and significant effect on purchase decisions.

H4: Product quality has a positive and significant effect on purchase decisions.

H5: Digital marketing, brand image, E-WOM, and product quality simultaneously have a positive and significant effect on purchase decisions.

B. METHOD

2.1 Research Design

This study used a quantitative approach with a survey method and a descriptive-verify design. The descriptive component describes the condition of digital marketing, brand image, E-WOM, product quality, and purchase decisions among Tahu Bakso Onichan consumers, while the verify component tests the partial and simultaneous effect of the independent variables on purchase decisions. The research

was conducted at Tahu Bakso Onichan in Madiun City over four months, from March to June 2026.

2.2 Population, Sample, and Sampling Technique

The population comprised all consumers of Tahu Bakso Onichan who had made at least one purchase, recorded at 4,555 visitors between January 2025 and March 2026. Referring to Hair et al. (2022), the sample size was determined at 5-10 times the number of indicators; with 21 indicators used across all variables, a sample of 210 respondents was required, and 223 questionnaires were ultimately collected and used for analysis. Respondents were selected through non-probability purposive sampling, with the criteria of having purchased the product at least once, being at least 17 years old, being aware of the product through social media, digital media, or word-of-mouth recommendation, and being willing to complete the questionnaire in full.

2.3 Variables and Operational Definitions

The study examined four independent variables, digital marketing (X1), brand image (X2), E-WOM (X3), and product quality (X4), and one dependent variable, purchase decision (Y). All items were measured using a four-point Likert scale (1 = strongly disagree to 4 = strongly agree).

Table 1. Operational Definitions of Variables

Variable	Indicators	Source
Digital Marketing (X1)	Accessibility, interactivity, entertainment, irritation, credibility, informativeness	Chaffey & Chadwick (2019)
Brand Image (X2)	Favorability, strength, uniqueness	Kotler & Keller (2014)
E-WOM (X3)	Credibility, intensity, reach	Rizkiyah et al. (2025)
Product Quality (X4)	Performance, reliability, features, conformance, durability, serviceability, aesthetics, perceived quality	Gaspersz (2008)
Purchase Decision (Y)	Product choice, brand choice, distributor choice, purchase timing, purchase quantity	Tjiptono (2020)

Source: Processed by the researcher (2026).

2.4 Data Collection and Instrument

. Primary data were collected through a structured questionnaire distributed directly to respondents who met the sampling criteria. The questionnaire consisted of statements representing each indicator of the five research variables.

2.5 Data Analysis Technique

Data were analyzed quantitatively using multiple linear regression with the aid of SPSS 25. Prior to regression testing, the instrument was evaluated through validity testing (an item was considered valid when $r\text{-count} > r\text{-table}$ of 0.131 with significance < 0.05) and reliability testing (a construct was considered reliable when Cronbach's Alpha ≥ 0.70) (Ghozali, 2023). Classical assumption testing included a normality test using the One-Sample Kolmogorov-Smirnov test, a multicollinearity test based on Tolerance (> 0.10) and Variance Inflation Factor ($VIF < 10$), and a heteroscedasticity test using the Glejser method (significance > 0.05). The multiple linear regression model used in this study is expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Hypotheses were tested through the t-test (partial effect, accepted when significance < 0.05), the F-test (simultaneous effect, accepted when significance < 0.05), and the coefficient of determination (R^2), which measures how much variance in purchase decisions is explained by the four independent variables.

C. RESULTS AND DISCUSSIONS

3.1 Responden Profile

Of the 223 respondents, the majority were female (78.9%) and aged 17-25 years (61.0%), reflecting the dominance of young, digitally active consumers. By occupation, most respondents were students (54.7%), followed by private employees (20.6%), entrepreneurs (12.6%), other occupations (8.1%), and civil servants/military personnel (4.0%).

Table 2. Respondent Profile (n = 223)

Category	Group	n	%
Gender	Male	47	21.1
	Female	176	78.9
Age	17-25 years	136	61.0
	26-35 years	75	33.6
	36-45 years	8	3.6
	>45 years	4	1.8
Occupation	Student	122	54.7
	Private employee	46	20.6
	Entrepreneur	28	12.6
	Civil servant/military	9	4.0
	Other	18	8.1

Source: Primary data processed (2026).

3.2 Instrument Testing

Validity testing showed that every item across all five variables produced an r-count greater than the r-table value of 0.131, with significance of 0.000, so all items were declared valid (r-count ranges: X1 = 0.614-0.722; X2 = 0.627-0.708; X3 = 0.788-0.799; X4 = 0.780-0.811; Y = 0.651-0.756). Reliability testing likewise confirmed that every variable met the minimum Cronbach's Alpha threshold of 0.70.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Criterion	Result
Digital Marketing (X1)	0.700	≥ 0.70	Reliable
Brand Image (X2)	0.702	≥ 0.70	Reliable
E-WOM (X3)	0.704	≥ 0.70	Reliable
Product Quality (X4)	0.703	≥ 0.70	Reliable
Purchase Decision (Y)	0.740	≥ 0.70	Reliable

Source: SPSS 25 output (2026).

3.3 Classical Assumption Testing

The Kolmogorov-Smirnov normality test produced an Asymp. Sig. (2-tailed) of 0.200, which is greater than 0.05, indicating that the regression residuals are normally

distributed. The multicollinearity test showed Tolerance values above 0.10 and VIF values below 10 for all independent variables (X1: Tolerance = 0.769, VIF = 1.300; X2: Tolerance = 0.822, VIF = 1.216; X3: Tolerance = 0.672, VIF = 1.488; X4: Tolerance = 0.692, VIF = 1.444), confirming the absence of multicollinearity. The Glejser heteroscedasticity test produced significance values above 0.05 for all variables (X1 = 0.068, X2 = 0.105, X3 = 0.807, X4 = 0.169), indicating that the model is free from heteroscedasticity. The regression model therefore satisfies the classical assumptions required for multiple linear regression.

3.4 Multiple Linear Regression and Hypothesis Testing

a. Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.278	1.234	-	1.036	0.302
Digital Marketing (X1)	0.152	0.064	0.137	2.381	0.018
Brand Image (X2)	0.363	0.059	0.341	6.141	0.000
E-WOM (X3)	0.322	0.090	0.220	3.578	0.000
Product Quality (X4)	0.381	0.088	0.261	4.314	0.000

Dependent Variable: Purchase Decision (Y). Source: SPSS 25 output (2026).

The resulting regression equation is $Y = 1.278 + 0.152X_1 + 0.363X_2 + 0.322X_3 + 0.381X_4 + e$, meaning that when digital marketing, brand image, E-WOM, and product quality are held constant, the baseline purchase decision score is 1.278, and each one-point increase in a given predictor raises the purchase decision score by its respective coefficient, holding the other predictors constant.

b. t-Test (Partial Test)

The t-test was used to examine the partial effect of each independent variable on purchase decisions. A hypothesis is accepted when the significance value is

below 0.05 and the t-count exceeds the t-table value of 1.971, at a 5% significance level with degrees of freedom (df) = $n - k - 1 = 223 - 4 - 1 = 218$.

Table 5. t-Test Results

Variable	t-count	t-table	Sig.	Decision
Digital Marketing (X1)	2.381	1.971	0.018	H1 accepted
Brand Image (X2)	6.141	1.971	0.000	H2 accepted
E-WOM (X3)	3.578	1.971	0.000	H3 accepted
Product Quality (X4)	4.314	1.971	0.000	H4 accepted

Source: SPSS 25 output (2026).

- 1) Digital marketing (X1) obtained t-count = 2.381 > t-table = 1.971 with significance = 0.018 < 0.05, so H1 is accepted: digital marketing has a positive and significant partial effect on purchase decisions.
- 2) Brand image (X2) obtained t-count = 6.141 > t-table = 1.971 with significance = 0.000 < 0.05, so H2 is accepted: brand image has a positive and significant partial effect on purchase decisions.
- 3) E-WOM (X3) obtained t-count = 3.578 > t-table = 1.971 with significance = 0.000 < 0.05, so H3 is accepted: E-WOM has a positive and significant partial effect on purchase decisions.
- 4) Product quality (X4) obtained t-count = 4.314 > t-table = 1.971 with significance = 0.000 < 0.05, so H4 is accepted: product quality has a positive and significant partial effect on purchase decisions.

Overall, all four t-count values exceed the t-table value of 1.971 with significance below 0.05, confirming that digital marketing, brand image, E-WOM, and product quality each have a positive and significant partial effect on purchase decisions, with product quality (Beta = 0.261) and brand image (Beta = 0.341) showing the strongest standardized effects.

c. F-Test (Simultaneous Test) and Coefficient of Determination**Table 6. F-Test and Coefficient of Determination**

F	Sig.	R	R Square	Adjusted R Square
44.147	0.000	0.669	0.448	0.437

Source: SPSS 25 output (2026).

The F-test produced $F = 44.147$ with significance $0.000 (< 0.05)$, so H_5 is accepted: digital marketing, brand image, E-WOM, and product quality simultaneously have a positive and significant effect on purchase decisions. The Adjusted R Square of 0.437 indicates that these four variables jointly explain 43.7% of the variance in purchase decisions, while the remaining 56.3% is explained by factors outside the model, such as price, service quality, location, sales promotion, or consumer psychological factors.

3.5 Discussion

The positive and significant effect of digital marketing on purchase decisions indicates that the more effectively Tahu Bakso Onichan uses digital channels, such as product photographs, promotional videos, pricing information, and responsive communication on social media, the easier it becomes for consumers to obtain information and build confidence before purchasing. This finding is consistent with Musleha et al. (2026), Muthalib and Isalman (2025), Julianti et al. (2024), and Purwana et al. (2017), who similarly found that digital marketing eases consumers' access to product information and encourages purchase decisions.

Brand image showed the strongest standardized effect among the independent variables, suggesting that a positive perception of Tahu Bakso Onichan, built through consistent product quality, appealing packaging, good service, and a recognizable identity, strengthens consumer trust and confidence in choosing the product over competitors. This result aligns with Putra and Arifiansyah (2025), Gomez-Rico et al. (2022), and Foroudi et al. (2022), who reported that a favorable brand image increases consumer trust and purchase intention.

E-WOM also had a positive and significant effect, showing that reviews, comments, and recommendations shared by other consumers through digital media are perceived as more objective and credible than business-generated content, thereby strengthening confidence in product quality before purchase. This is consistent with Khalisha and Nurjamilah (2025), Erkan and Evans (2022), Ismagilova et al. (2022), and Rizkiyah et al. (2025).

Product quality was the second-strongest predictor, indicating that taste, ingredient quality, presentation, and consistency directly shape consumer satisfaction and willingness to buy. This finding supports Lestari et al. (2022) and Tjiptono (2022), who found that superior product quality increases consumer satisfaction and purchase decisions.

Taken together, the simultaneous and significant effect of all four variables suggests that purchase decisions among Tahu Bakso Onichan consumers result from the interplay of complementary factors rather than any single determinant: digital marketing draws attention and eases access to information, brand image builds trust and positive perception, E-WOM reinforces confidence through social influence, and product quality provides the tangible experience that confirms consumer expectations. These findings also support the Theory of Planned Behavior (Ajzen, 1991): brand image and product quality shape a favorable attitude toward the product, E-WOM reflects the influence of subjective norms through others' reviews, and digital marketing strengthens consumers' perceived control by making information easier to access, together forming the purchase intention that translates into an actual purchase decision.

D. CONCLUSIONS

This study found that digital marketing, brand image, Electronic Word of Mouth (E-WOM), and product quality each have a positive and significant partial effect on the purchase decisions of Tahu Bakso Onichan consumers in Madiun City, with product quality and brand image exerting the strongest standardized effects. Clear product information,

engaging promotional content, accessible social media presence, and responsive interaction with consumers strengthen trust and interest in purchasing, while a positive brand image built through consistent quality, appealing packaging, and good service increases consumer confidence relative to competing products. Positive reviews and recommendations shared through digital media further reinforce prospective buyers' confidence in product quality, and consistent taste, ingredient quality, and presentation directly translate into consumer satisfaction and willingness to buy. Simultaneously, the four variables jointly and significantly affect purchase decisions, explaining 43.7% of their variance, which indicates that strengthening consumer purchase decisions in this culinary MSME depends on the combined management of an effective digital marketing strategy, a strong brand image, positive E-WOM, and consistently high product quality rather than on any single factor in isolation. These findings provide empirical support for the Theory of Planned Behavior in explaining consumer behavior within the culinary MSME sector, while acknowledging that the study is limited to a single business object and four predictors, leaving more than half of the variance in purchase decisions attributable to factors outside the model.

E. SUGGESTIONS

Future researchers are encouraged to extend this study to other culinary MSMEs or regions to allow broader comparison, and to incorporate additional variables that may influence purchase decisions, such as price, service quality, promotion, customer experience, satisfaction, trust, or loyalty, so that a more comprehensive model can be developed. For practitioners, Tahu Bakso Onichan and similar culinary MSMEs are encouraged to keep optimizing digital marketing through social media, to continue strengthening brand image through consistent quality and service, to encourage positive E-WOM by ensuring satisfying consumer experiences, and to maintain product quality consistently, since the integrated management of these four aspects is likely to increase consumer trust, market reach, competitiveness, and ultimately purchase decisions. Consumers, in turn, are encouraged to make purchase decisions by considering digital information, brand reputation, other consumers' reviews, and product quality together, and

to share honest, objective feedback after purchase, since such feedback benefits both future buyers and the MSME's efforts to improve its offering.

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