

THE EFFECT OF DIGITAL MARKETING AND PRODUCT INNOVATION ON REPURCHASE DECISIONS THROUGH CONSUMER SATISFACTION MEDIATION

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Abstract

This study aims to obtain empirical evidence regarding the influence of Digital Marketing and Product Innovation On Repurchase Decisions, Mediated by Consumer Satisfaction, among MSMEs in the Pahlawan Street Center (PSC) area of Madiun City. The study employs a quantitative approach with a descriptive research design. The sample consists of 385 respondents selected using purposive sampling. Data were collected via questionnaires and analyzed using SPSS 25. The results indicate that digital marketing and product innovation have a positive and significant influence on both repurchase decisions and consumer satisfaction. Consumer satisfaction also has a positive and significant influence on repurchase decisions. Furthermore, consumer satisfaction was found to mediate the influence of digital marketing and product innovation on repurchase decisions among MSMEs in the Pahlawan Street Center (PSC) area of Madiun City.

Keywords: Digital Marketing, Product Innovation, Consumer Satisfaction, Repurchase Decision.

A. INTRODUCTION

Growth an area is not let go from development sector tourism and MSMEs that are capable push activity economy society. Increasingly development tourism, increasingly there are also big opportunities for MSMEs to increase sale through marketing strategies, utilization technology and innovation product (Abubakar *et al.*, 2025). Conditions competition growing business tall demand MSME actors to capable interesting consumers and maintain Power competition through appropriate strategies with development need consumers.

Madiun City is one of the areas in East Java that continues to develop develop sector tourism and MSMEs. One of them the area that becomes Power pull tour urban is Hero Street

Center (PSC), which combines room public, tourism, culinary, and MSMEs. The existence of attractive facilities, center culinary, as well as various activity public making PSC one potential areas increase activity MSME economy. Data for 2025 shows amount PSC visitors reached 728,980 people, even though amount visit experience fluctuations every the moon. The height amount visitors the give opportunity for MSMEs to increase decision purchase consumers.

One of factors that can influence decision purchase is *Digital Marketing*. Utilizing social media such as Instagram and TikTok allow MSMEs to introduce product in a way more wide, following trend, building interaction with consumers, as well as increase Power pull product (Khoirunnisa, 2023; Yani et al., 2025). However, the effectiveness *Digital Marketing* Still show results different studies. Khoirunnisa (2023) and Adriyati (2025) found that *Digital Marketing* influential significant to consumers, while Ang et al. (2025) found that *Digital Marketing* No influential significant to decision purchase. Difference results the show existence *research gap* that needs to be filled reviewed more carry on.

Besides *Digital Marketing*, innovation products also become factor important in interesting consumers. Innovation can done through improvement quality, variety products, design, packaging, and adjustment product with market trends (Kafah Lawitani, 2024; Zhang & Utami, 2023). In MSMEs in the PSC area, innovation seen through menu variations, more packaging interesting, digital promotion, concept instagrammable places, as well use system modern payments. However, it does not all MSMEs are capable do innovation optimally because limited capital, technology and resources Power humans. Research by Zhang and Utami (2023) and Adriyati (2025) shows that innovation product influential significant to decision purchase, while Nafisca et al. (2025) found different results.

Buying decision repeat is a consumer process in choose product based on various considerations, such as product, brand, supplier, time, and quantity purchase (Adriyati, 2025). In PSC MSME context, decision purchase repeat No only influenced by information and innovation product, but also by experience as well as perceived satisfaction consumer satisfaction consumer is evaluation consumer after compare hope with experience to product and services received (Khoirunnisa, 2023; Tirtayasa et al., 2021). Consumers who feel satisfied tend do purchase repeat and recommend product to others.

Based on *Theory of Planned Behavior* (TPB), behavior consumer influenced by attitudes, subjective norms, and control behavior that forms intention for do something action (Ajzen, 2012). In study This, *Digital Marketing* and innovation product can form perception as well as experience the next consumer push satisfaction and decisions purchase. Based on phenomena and existence difference results study previous research about influence *Digital Marketing* and innovation product to decision purchase repeat through satisfaction consumer as variables mediation for MSMEs in the region Hero Madiun City *Street Center* important for conducted. Research This expected can give contribution in a way theoretical in development study marketing as well as in a way practical become material consideration for MSME actors in improve marketing strategy, innovation product, satisfaction consumers, and decisions purchase repeat.

1. Literature review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is a theory that states that if a person behaves so that someone has the opportunity and resources used to behave so that they are successful in doing so, where this depends on the motivation or intention and the ability of a person's *behavior control*. In the *Theory of Planned Behavior*, it shows that there are several considerations that underlie a person's behavior, these factors are *personality, social* and *information*. *Personality factors* are the general attitudes of each individual regarding intelligence, life values, emotions or personality traits. *Social factors* include religion, ethnicity, gender, age, education, and income (Ajzen , 2012).

Digital Marketing

Digital Marketing is a marketing activity through the application of technology and digital internet media in the form of social media marketing, online advertising, email marketing, and partnership arrangements with other websites to increase consumer targets to achieve marketing goals (Khoirunnisa, 2023) . According to research from Yani et al., (2025) , it states that *Digital Marketing* or digital marketing is an effort as a technique carried out in marketing products but is internet-based which is increasingly needed as a strategy that is widely applied to facilitate communication with customers . Several studies have confirmed

that *Digital Marketing* has a significant effect on Consumer Satisfaction and Purchasing Decisions. (Khoirunnisa, 2023 ; Adriyati, 2025 ; Sedayu, 2024; Ang *et al.*, 2025).

Product Innovation

Product innovation is a change to improve a product to make it better quality than before, with updated basic product attributes (Kafah Lawitani, 2024). According to research by Heri (2024) that Innovation is one of the main pillars in developing business strategies, especially. Not only that, according to Alfidyah, (2025) he stated that Innovation is a study that has received much attention in modern management literature because of its strategic role in increasing organizational competitiveness, including in Micro, Small, and Medium Enterprises (MSMEs) for Small and Medium Enterprises (SMEs) that seek to increase competitiveness in an increasingly competitive market . Previous research shows that product innovation has a positive and significant influence on consumer satisfaction and purchasing decisions (Santoso *et al.*, 2025; Maharani *et al.*, 2025; Oktaviani, 2025; Adriyati, 2025; Nafisca *et al.*, 2025).

Customer Satisfaction

Consumer Satisfaction is an evaluation/assessment of a consumer towards a product or service with the assumption that what they receive is in accordance with what they need and expect (Khoirunnisa, 2023). According to research from Maharani *et al.* (2025) that customer satisfaction is the first step for a company in building a good relationship with customers, the company benefits from the sense of satisfaction given by loyal customers to the company. Previous research provides a result that consumer satisfaction has a significant positive effect on purchasing decisions (Yani *et al.*, 2025; Virginus Mario Jati, 2024).

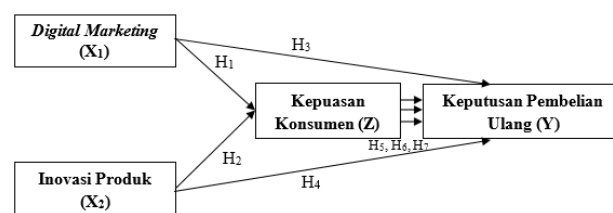
Repurchase Decision

Repurchase decisions are mental processes and physical actions taken by consumers when choosing and purchasing a particular product or service. Repurchase decisions also describe the repurchase decision process as a journey, highlighting the stages involved in consumer decision making (Erni Widiastuti, 2024). According to research from Adriyati, (2025) that consumer repurchase decisions are a series of efforts made by someone consciously in an effort to fulfill their needs and requirements and to solve problems faced through the process of selecting a particular product to be used in various calculations that have been made.

And according to research from Rachmawati & Cahyono, (2023) it states that repurchase decisions are customer behavior towards the products offered. Previous research provides a result that repurchase decisions have a significant positive effect on *digital marketing*, innovation and products, consumer satisfaction (Nafisca et al., 2025; Ang et al., 2025; Adriyati, 2025; Maharani et al., 2025; Santoso et al., 2025) .

Conceptual Framework

Referring to the review theoretically above, *Digital Marketing* (X1) and Innovation Product (X2) is positioned as variables independent, Repurchase Decision (Y) as variables dependent, whereas Satisfaction Consumer (Z) as variables mediation. Third variables the form framework underlying concept study this, with test influence *Digital Marketing* and innovation product to decision purchase, good in a way direct and through satisfaction consumer as variables mediation.



Picture 1. Conceptual Framework

Referring to the conceptual framework explained above, the research hypothesis is formulated as follows:

H1: It is suspected that *Digital Marketing* is thought to have a significant influence on Consumer Satisfaction.

H2: It is suspected that Product Innovation has a significant influence on Consumer Satisfaction.

H3: It is suspected that *Digital Marketing* has a positive and significant influence on Consumer Repurchase Decisions.

H4: It is suspected that Product Innovation has a significant influence on Consumer Repurchase Decisions.

H5: It is suspected that Consumer Satisfaction has a significant influence on Repurchase Decisions. Consumers.

H6: It is suspected that *Digital Marketing* has a significant influence on Repurchase Decisions Through Consumer Satisfaction

H7: It is suspected that Product Innovation has a significant influence on Repurchase Decisions Through Consumer Satisfaction.

B. METHOD

This study applies a quantitative approach with an explanatory method to examine the influence of *digital marketing* and product innovation on purchasing decisions through consumer satisfaction of MSMEs in the Pahlawan *Street Center area* of Madiun City, East Java, from March to June 2026. Sample data were collected through questionnaires distributed to 385 respondents, covering the entire population, using sampling techniques. Data analysis was carried out using IBM SPSS Version 25, including descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression analysis, path analysis, t-test, coefficient of determination (R^2), and Sobel test.

C. RESULTS AND DISCUSSION

This study uses primary data that includes *digital marketing variables* (X1) and product innovation (X2), on repurchase decisions (Y) through consumer satisfaction (Z) of MSMEs in the Pahlawan *Street Center area* of Madiun City. The research sample consisted of 385 respondents determined using a sampling technique using *purposive sampling*. Based on the data obtained, further analysis produced the following research findings:

Test Validity

The validity of the instrument was tested by comparing the calculated r-value (r-count) of each item with the r-table value of 0.100 ($n = 385$, $\alpha = 0.05$, $df = n - 2$). The validity test results showed that all items measuring *digital marketing* (10 items), product design innovation (7 items), purchasing decisions (10 items), and consumer satisfaction (8 items) produced r-count values greater than the r-table values, indicating that all items were valid.

Table 1 Validity Test Results

Variables	Goods	number r	r table	Conclusion
<i>Digital Marketing</i> (X ₁)	X1.1	0.602	0.100	VALID
	X1.2	0.486	0.100	VALID
	X1.3	0.565	0.100	VALID

	X1.4	0.557	0.100	VALID
	X1.5	0.562	0.100	VALID
	X1.6	0.628	0.100	VALID
	X1.7	0.612	0.100	VALID
	X1.8	0.595	0.100	VALID
	X1.9	0.604	0.100	VALID
	X1.10	0.579	0.100	VALID
Product Innovation (X ₂)	X2.1	0.678	0.100	VALID
	X2.2	0.594	0.100	VALID
	X2.3	0.564	0.100	VALID
	X2.4	0.609	0.100	VALID
	X2.5	0.648	0.100	VALID
	X2.6	0.677	0.100	VALID
	X2.7	0.600	0.100	VALID
Repurchase Decision (Y)	Y1.1	0.636	0.100	VALID
	Y1.2	0.582	0.100	VALID
	Y1.3	0.568	0.100	VALID
	Y1.4	0.569	0.100	VALID
	Y1.5	0.540	0.100	VALID
	Y1.6	0.556	0.100	VALID
	Y1.7	0.628	0.100	VALID
	Y1.8	0.609	0.100	VALID
	Y1.9	0.636	0.100	VALID
	Y1.10	0.672	0.100	VALID
Customer Satisfaction (Z)	Z1.1	0.571	0.100	VALID
	Z1.2	0.559	0.100	VALID
	Z1.3	0.647	0.100	VALID
	Z1.4	0.631	0.100	VALID
	Z1.5	0.518	0.100	VALID
	Z1.6	0.652	0.100	VALID
	Z1.7	0.650	0.100	VALID
	Z1.8	0.688	0.100	VALID

Source: Data processed by the researcher (2026)

Testing Reliability

Table 2 Reliability Test Results

Variables	Alfa Cronbach	Criteria	Information
Digital Marketing (X ₁)	0.779	> 0.60	Reliable
Product Innovation (X ₂)	0.693	> 0.60	Reliable
Repurchase Decision (Y)	0.803	> 0.60	Reliable
Consumer Satisfaction (Z)	0.764	> 0.60	Reliable

Source: Data processed by the researcher (2026)

Table 2 shows that the four variables produced *Cronbach's Alpha values* above the minimum threshold of 0.60, which indicates that the research instrument is reliable and internally consistent, making it suitable for collecting research data.

Classical Test Assumptions

Normality Test

Structural 1

Table 3Results of Structural Normality Test 1

One-Sample Kolmogorov-Smirnov Test 4		
		Unstandardized Residual
N		385 ^c
Exponential parameters. ^{a,b}	Mean	1.2791850
Most Extreme Differences	Absolute	.098
	Positive	.083
	Negative	-.098
Kolmogorov-Smirnov Z		1,429
Asymp. Sig. (2-tailed)		.054
a. Test Distribution is Exponential.		
b. Calculated from data.		
c. There are 172 values outside the specified distribution range. These values are skipped.		
d. Numerical difficulties prevent calculation.		

Source: Data processed by the researcher (2026)

Structural 2

Table 4Results of Structural Normality Test 2

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	1.74670362
Most Extreme Differences	Absolute	.059
	Positive	.053
	Negative	-.059
Test Statistics		.059
Asymp . Sig. (2-tailed)		.002 ^c
Exact Sig. (2-tailed)		.127
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by the researcher (2026)

The normality test was conducted using the One-Sample Kolmogorov-Smirnov test. The results yielded a structural normality test value of 1 Asymp. Sig. (2-tailed) of 0.054 and a structural normality test value of 2 with an Exact Sig. of 0.127, which is greater than the significance threshold of 0.05. These results indicate that the residual data in the regression model is normally distributed.

Multicollinearity Test

Table 5 Results of Structural Multicollinearity Test 1

Variables	Tolerance	VIF	Information
Digital Marketing (X_1)	0.399	2,503	There is no multicollinearity
Product Innovation (X_2)	0.399	2,503	There is no multicollinearity

Source: Data processed by the researcher (2026)

Table 6 Results of Structural Multicollinearity Test 2

Variables	Tolerance	VIF	Information
Digital Marketing (X_1)	0.335	2,987	There is no multicollinearity
Product Innovation (X_2)	0.356	2,810	There is no multicollinearity
Consumer Satisfaction (Z)	0.419	2,387	There is no multicollinearity

Source: Data processed by the researcher (2026)

Tables 5 and 6 show that the three independent variables produce tolerance values above 0.10 and VIF values below 10, which indicates that there is no multicollinearity problem among the independent variables used in this study.

Heteroscedasticity Test

Table 7 Results of Structural Heteroscedasticity (Glejser) Test 1

Model		Coefficients ^a		t	Sig.	The heat
		Unstandardized Coefficients	Standardized Coefficients			
1	(Constant)	3,702	.608		6,092	.000
	Digital Marketing (X_1)	-.024	.028	-.068	-.854	.594
	Innovation Product (X_2)	-.071	.043	-.131	-1,646	.501

a. Dependent Variable: ABS_RES1

Source: Data processed by the researcher (2026)

Table 8Results of Structural Heteroscedasticity Test (Glejser) 2

		Coefficients ^a					Information
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
Model		B	Std. Error	Beta			
1	(Constant)	4,464	.561		7,956	.000	
	Digital Marketing (X1)	-.066	.026	-.213	-2,512	.052	Not occur Heteroscedasticity
	Innovation Product (X2)	-.042	.040	-.088	-1,070	.285	Not occur Heteroscedasticity
	Consumer Satisfaction (Z)	-.001	.030	-.002	-.030	.976	Not occur Heteroscedasticity

a. Dependent Variable: ABS_RES2

Source: Data processed by the researcher (2026)

The heteroscedasticity test was conducted using the Glejser method, by regressing the absolute residual value against the independent variables. The regression model is considered free from heteroscedasticity if the significance value of each independent variable is greater than 0.05. Table 5 shows that the significance values for employee engagement, self-efficacy, and organizational justice are all greater than 0.05, indicating that the regression model used in this study is free from heteroscedasticity problems.

Hypothesis Testing

t-test

Table 9Results of Structural t-test 1

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,850	.892		7,679	.000
	Digital Marketing (X1)	.351	.041	.450	8,592	.000
	Innovation Product (X2)	.436	.064	.358	6,836	.000

a. Dependent Variable: Satisfaction Consumer (Z)

Source: Data processed by the researcher (2026)

Table 10Results of Structural t-test 2

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.121	.882		-.137	.891
	Digital Marketing (X1)	.337	.041	.331	8,205	.000
	Innovation Product (X2)	.325	.062	.205	5,234	.000
	Satisfaction Consumer (Z)	.579	.047	.443	12,289	.000

a. Dependent Variable: Purchasing Decision Repeat (Y)

Source: Data processed by the researcher (2026)

structural t-test 1 show that *Digital Marketing* own t value of 8.592 with mark significance 0.000 (< 0.05) and innovation product own t value of 6.836 with mark significance of 0.000 (< 0.05). The results show that *Digital Marketing* and innovation product in a way partial influential positive and significant to satisfaction consumers, so that H1 and H2 are accepted. Based on mark coefficient standardized (Beta), *Digital Marketing* own Beta value of 0.450, while innovation product of 0.358. With Thus, *Digital Marketing* give more contributions dominant to satisfaction consumer compared to innovation product.

In structural 2, the t-test results show that *Digital Marketing* own t value of 8.205 with mark significance 0.000 (< 0.05), innovation product own t value of 5.234 with mark significance 0.000 (< 0.05), and satisfaction consumer own t value of 12.289 with mark significance of 0.000 (< 0.05). The results show that *Digital Marketing*, innovation products and satisfaction consumer in a way partial influential positive and significant to decision purchase, so H3, H4, and H5 are accepted. Based on mark coefficient standardized (Beta), satisfaction consumer own Beta value of 0.443, *Digital Marketing* of 0.331, and innovation product of 0.205.

Determination of Test Coefficient**Table 11** Results of the Structural Determination Efficiency (R^2) Test 1

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.762 ^a	.581	.579	2,069
a. Predictors: (Constant), Innovation Product (X2), Digital Marketing (X1)				
b. Dependent Variable: Satisfaction Consumer (Z)				

Source: Data processed by the researcher (2026)

Table 12 Results of the Test of the Efficiency of Determination (R^2) of Structural 2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.890 ^a	.793	.791	1,904
a. Predictors: (Constant), Satisfaction Consumer (Z), Innovation Product (X2), Digital Marketing (X1)				
b. Dependent Variable: Purchase Decision Repeat (Y)				

Source: Data processed by the researcher (2026)

Analysis of the structural determination coefficient 1 produces an R Square of 0.581 and the Adjusted R Square value is 0.579 or 57.9% which means that Consumer Satisfaction (Z) can be explained by the variables *Digital Marketing* (X1) and Product Innovation (X2) while the remaining 42.1% is explained by variables not included in this research model. As well as the structural determination coefficient 2 produces an R Square value of 0.793 and the Adjusted R Square value is 0.791 or 79.1% which means that Purchasing Decisions (Y) can be explained by the variables *Digital Marketing* (X1), Product Innovation (X2) and Consumer Satisfaction (Z) while the remaining 20.9% is explained by variables not included in this research model.

D. CONCLUSION

Based on the results of the data analysis and discussion, it can be concluded that *digital marketing* and product innovation each have a positive and significant effect on consumer satisfaction. Furthermore, *digital marketing*, product innovation, and consumer satisfaction also have a positive and significant effect on repurchase decisions among MSMEs in the Pahlawan Street Center (PSC) area of Madiun City. These results indicate that the better the implementation of *digital marketing* and the more innovative the products offered, the higher

the consumer satisfaction and consumer tendency to make a purchase. Consumer satisfaction is also the variable that provides the most dominant contribution to purchasing decisions compared to *digital marketing* and product innovation.

This study has several limitations that should be considered. The study was conducted only on MSMEs in the Pahlawan Street Center (PSC) area of Madiun City, so the results cannot necessarily be generalized to MSMEs in other regions or sectors. Furthermore, the study used questionnaire data derived from respondent perceptions, which may have introduced bias in the responses. The study also used a *cross-sectional design*, so the relationships between variables were observed over a single period and cannot yet reflect long-term changes in consumer behavior.

E. SUGGESTION

Based on the research findings, MSMEs in the Pahlawan Street Center (PSC) area of Madiun City are advised to improve the quality of *their digital marketing* through consistent use of social media, providing engaging content, interacting with consumers, and following digital marketing trends. MSMEs also need to improve product innovation through developing product variations, quality, packaging, design, and adapting to consumer needs to increase their business attractiveness and competitiveness. Furthermore, increasing consumer satisfaction needs to be a priority through good product quality and service to encourage purchasing and repeat purchases. Further research is advised to add other variables that can influence purchasing decisions, such as price, service quality, location, brand image, promotions, or customer experience.

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