

Research Article

The Influence of Digital Marketing and Product Quality on Product Purchasing Decisions in Jepara Furniture MSMEs

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Abstract: This study aims to analyze the influence of digital marketing and product quality on purchasing decisions in furniture MSMEs in Jepara Regency as the object of research. The main problem in this study is the increasing business competition that requires MSMEs to optimize digital marketing strategies without ignoring product quality in influencing consumer purchasing decisions. The research method used is a quantitative approach with a survey method, where data is collected by distributing questionnaires to selected furniture MSME consumers using a purposive sampling technique. Data analysis was carried out by testing validity, reliability, classical assumption tests, and multiple linear regression analysis. The results of the study indicate that digital marketing has a positive and significant effect on purchasing decisions. Product quality also has a positive and significant effect on purchasing decisions and is the most dominant variable. Simultaneously, digital marketing and product quality have a significant effect on purchasing decisions with a coefficient of determination of 0.784. These findings conclude that the integration of digital marketing strategies and continuous improvement of product quality are important factors in improving purchasing decisions and the competitiveness of furniture MSMEs in the digital era.

Keywords: Business Model Canvas; Dropshipping; Shopee; SWOT; TOWS Matrix.

1. Introduction

Development The furniture industry in Jepara Regency has made a significant contribution to the regional economy, particularly through the role of micro, small, and medium enterprises (MSMEs). Jepara is known as a center for furniture production, with products characterized by artistic value, quality materials, and durability. However, the increasing number of businesses and changes in consumer behavior require MSMEs to compete more effectively and influence the market. decision purchase consumers .

Along with the advancement of information technology, digital marketing has become a strategy widely used by MSMEs to expand market reach and enhance interaction with consumers. Social media and marketplace platforms enable businesses to convey product information quickly and efficiently. Several previous studies have shown that digital marketing can increase consumer interest and purchasing decisions. However, digital marketing effectiveness is not always optimal if it is not supported by product quality that meets consumer expectations.

Product quality is a crucial factor in the furniture industry because the resulting products are durable and have long-term utility. Quality aspects such as raw materials, design, construction strength, and finishing are key considerations for consumers before making a purchase. Previous research has shown that product quality significantly influences purchasing decisions, but the degree of influence can vary depending on consumer characteristics and the type of product offered.

Based on these conditions, the research question is how digital marketing and product quality influence purchasing decisions among furniture MSMEs in Jepara Regency. This study aims to analyze the partial and simultaneous influence of digital marketing and product quality on consumer purchasing decisions.

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This research is expected to provide practical contributions to furniture MSMEs in formulating effective digital marketing strategies and improving product quality to strengthen business competitiveness. This article is structured as an introduction, research methods, results and discussion, and conclusions.

2. Literature Review

2.1 Digital Marketing

Digital marketing is a marketing strategy that utilizes digital media and the internet to reach consumers more widely and efficiently through social media, websites, and marketplaces. Utilizing digital marketing makes it easier for MSMEs to convey product information and build direct interactions with consumers, potentially influencing purchasing decisions (Chaffey & Ellis-Chadwick, 2022).

Previous research has shown that the implementation of digital marketing has a positive impact on MSME consumer purchasing decisions. Digital marketing strategies can increase consumer awareness of products and simplify the information search process before making a purchase (Putri & Marlien, 2022).

2.2 Quality Product

Product quality is a product's ability to meet consumer needs and expectations, encompassing aspects of raw materials, design, durability, and finish. In the furniture industry, product quality is a crucial factor because the resulting product is durable and has long-term utility value (Hidayat et al., 2019).

Several studies have shown that product quality significantly influences furniture purchasing decisions. Consumers tend to consider quality as a primary factor before deciding to purchase furniture, particularly for MSMEs (Gufon & Safitri, 2024).

2.3 Buying decision

Purchasing decisions are the process by which consumers select and purchase products based on various considerations that they perceive as providing the best value. Purchasing decisions are influenced by marketing factors, consumer perceptions, and the quality of the product offered (Kotler & Keller, 2019).

In the context of furniture MSMEs, purchasing decisions are influenced not only by digital promotions but also by consumer perceptions of product quality. The combination of appropriate marketing strategies and good product quality can encourage consumers to make purchases (Safitri et al., 2022).

2.4 Research gaps

Previous research has shown that digital marketing and product quality influence consumer purchasing decisions. However, differences in research findings across various business sectors and sectors indicate the need for further study, particularly in furniture MSMEs in Jepara Regency. This study focuses on examining the influence of digital marketing and product quality on consumer purchasing decisions in furniture MSMEs to enrich empirical research in this context.

Conceptual Framework of the Research

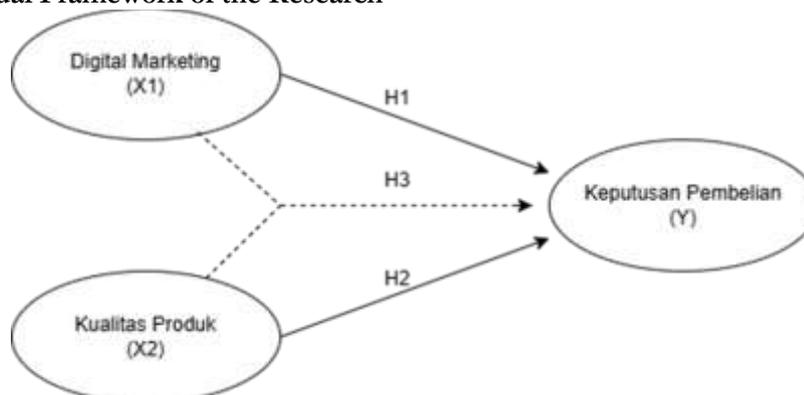


Figure 1. Conceptual Framework of the Research.

3. Research Method

3.1 Approach Study

Study This use A quantitative approach using a survey method to analyze the influence of digital marketing and product quality on consumer purchasing decisions. The quantitative approach was chosen because it allows for objective and structured measurement of the relationship between variables based on the numerical data obtained . from respondents .

3.2 Objects and Subjects of Research

Object study The research subjects were consumers who had purchased furniture products from the MSME. Jepara Regency was chosen as the research location because it is one of the centers of the furniture industry in Indonesia with a high level of competition . high effort .

3.3 Sampling Techniques

Retrieval sample done This study used a purposive sampling technique, with the respondent criteria being consumers who had previously purchased MSME furniture products in Jepara Regency and obtained product information through digital media. This technique was used to ensure that the selected respondents were in line with the research objectives. The number of samples analyzed in this study is 100 respondents .

3.4 Data collection technique

Data used This is primary data collected through the distribution of structured questionnaires. The research instrument was constructed using a five-level Likert scale to measure respondents' perceptions of digital marketing variables, product quality , and purchasing decisions . purchase .

3.5 Data Analysis Techniques

Data analysis was performed The analysis used multiple linear regression with the aid of Statistical Package for Social Science (SPSS) software. The analysis stages included instrument validity and reliability tests, classical assumption tests, and hypothesis testing through partial (t-test) and simultaneous (F-test) tests. Furthermore, the coefficient of determination was used to determine the contribution of independent variables in explaining purchasing decision variables.

4. Results and Discussion

This section presents the results of data analysis and discussion regarding the influence of digital marketing and product quality on consumer purchasing decisions in furniture MSMEs in Jepara Regency. This study uses a quantitative approach with numerical data obtained through the distribution of questionnaires to consumers who have purchased Jepara MSME furniture products, both directly and through digital media. From the 117 questionnaires collected, a data cleaning process was carried out by eliminating responses that did not meet the research criteria, resulting in 100 respondent data suitable for analysis. Data that have met the criteria were then processed using Statistical Package for Social Science (SPSS) software. Data analysis includes analysis of respondent characteristics, instrument validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The test results are then discussed comprehensively by linking the research findings with theoretical foundations and relevant previous research results.

4.1 Characteristics Respondents

The study respondents were consumers who had purchased MSME furniture products in Jepara Regency and were exposed to digital information prior to purchase. A summary of respondent characteristics is presented in Table 1.

Table 1. Respondent Characteristics.

Characteristics	Category	Frequency	Percentage
Gender	Man	57	57%
	Women	43	43%

	Total	100	100%
Age	< 20 Years	6	6%
	>30 Years	26	26%
	20-25 Years	25	25%
	26-35 Years	43	43%
Education	Total	100	100%
	High	24	24%
	School/Vocational		
	High School		
	Bachelor	22	22%
	Other	54	54%
	Total	100%	100%

Source: Researcher Processed Data, 2026

Based on Table 1, the number of respondents in this study was 100. The majority of respondents were of productive age and had secondary to higher education levels, indicating their ability to access and evaluate digital information before making a purchase.

4.2 Descriptive statistics

Descriptive statistics were conducted to see the characteristics of each research variable.

Table 2. Descriptive Statistics of Research Variables.

Variables	N	Min	Max	Mean	Standard Deviation (Std.Dev)
Digital Marketing	100	7	35	29.35	4,260
Product Quality	100	6	30	24.61	4,102
Buying decision	100	5	25	20.81	3,152

Source: Researcher Processed Data, 2026

Descriptive analysis was conducted to describe the characteristics of each research variable. The results of the analysis show that the digital marketing variable has a minimum value of 7 and a maximum of 35, with an average value of 29.35 and a standard deviation of 4.260. The product quality variable has a minimum value of 6 and a maximum of 30, with an average value of 24.61 and a standard deviation of 4.102. Furthermore, the purchasing decision variable has a minimum value of 5 and a maximum of 25, with an average value of 20.81 and a standard deviation of 3.152. In general, all three variables show a high average value with a level of data variation that is still within reasonable limits .

4.3 Instrument testing

The results of the validity and reliability tests are shown in the table below.

Table 3. Validity Test Results.

Variables	Indicator	r-value	r-table	Result
Digital Marketing	X1.1	0.777	0.196	Valid
	X1.2	0.752	0.196	Valid
	X1.3	0.736	0.196	Valid
	X1.4	0.714	0.196	Valid
	X1.5	0.724	0.196	Valid
	X1.6	0.762	0.196	Valid
	X1.7	0.726	0.196	Valid
Product Quality	X2.1	0.662	0.196	Valid
	X2.2	0.643	0.196	Valid
	X2.3	0.656	0.196	Valid

	X2.4	0.723	0.196	Valid
	X2.5	0.765	0.196	Valid
	X2.6	0.696	0.196	Valid
	Y1	0.777	0.196	Valid
	Y2	0.789	0.196	Valid
Buying decision	Y3	0.787	0.196	Valid
	Y4	0.841	0.196	Valid
	Y5	0.777	0.196	Valid

Source: Researcher Processed Data, 2026

Based on the results of the validity test on all statement items in variables X1 (Digital Marketing), X2 (Product Quality), and Y (Purchase Decision), it is known that all items have a calculated r value greater than the r table value of 0.196. The r table value was obtained from the Pearson Product Moment r Table with a total of 100 respondents, resulting in a degree of freedom (df) of 98 (df = n-2) at a significance level of 5%. Thus, it can be concluded that all statement items in this research instrument are declared valid and suitable for use as data collection tools in research.

Table 4. Reliability Test Results.

Variables	Number of Items	Cronbach's Alpha	Role of Thumb	Result
Digital Marketing	7	0.862	> 0.70	Reliable
Product Quality	6	0.915	> 0.70	Very Reliable
Buying decision	5	0.854	> 0.70	Reliable

Source: Researcher Processed Data, 2026

Table 4 shows that the Digital Marketing variable has a Cronbach's Alpha value of 0.862, the Product Quality variable 0.915, and the Purchase Decision variable 0.854. All variables have Cronbach's Alpha values above or greater than 0.70, thus it can be concluded that this study is reliable and suitable for use.

4.4 Classical Assumption Test

Classical assumption testing was conducted to ensure that the regression model met basic statistical assumptions before further analysis. In this study, classical assumption testing included normality, multicollinearity, and heteroscedasticity tests. The results of these three tests are shown in the table below:

Table 5. Normality Test Results.

Kolmogorov–Smirnov	Asymp.Sig	Criteria	Result
1,061	0.210	>0.05	Normally Distributed

Source: Researcher Processed Data, 2026

Based on the results of the normality test using the Kolmogorov-Smirnov method in Table 8, the Kolmogorov–Smirnov statistical value obtained was 1.061 with an Asymp. Sig. (2-tailed) value of 0.21. These results indicate that the residual data is normally distributed, so the normality assumption in the regression model has been met.

Table 6. Test Results Multicollinearity.

Variables	Tolerance	VIF	Result
Digital Marketing	0.324	3,089	No Multicollinearity Occurs
Product Quality	0.324	3,089	No Multicollinearity Occurs

Source: Researcher Processed Data, 2026

Based on the results of the multicollinearity test, in the regression model the tolerance value is 0.324 which is greater than 0.10 and the Variance Inflation Factor (VIF) value is 3.089 which is less than 10. These results indicate that the regression model does not experience multicollinearity.

Table 7. Results of Heteroscedasticity Test.

Independent Variables	Significant value (sig.)	Criteria	Result
Digital Marketing	0.791	>0.05	There is no heteroscedasticity
Product Quality	0.804	>0.05	There is no heteroscedasticity

Source: Researcher Processed Data, 2026

Based on the heteroscedasticity test results using the Glejser method in Table 7, the significance value for the Digital Marketing variable is 0.791 and for Product Quality is 0.804. Both values are greater than 0.05, or >0.05. These results indicate that the regression model does not experience heteroscedasticity, thus meeting the heteroscedasticity assumption.

4.5 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to test the influence of digital marketing variables and product quality on purchasing decisions. This analysis was conducted after the regression model met all classical assumptions, so that the estimated results could be used to test the research hypotheses. The following are the results of the multiple linear regression analysis:

Table 8. Results of Multiple Linear Regression Analysis.

Variables	Coefficient B	Standard Error
Constantine	2,003	1,039
Digital Marketing	0.334	0.061
Product Quality	0.366	0.064

Source: Researcher Processed Data, 2026

Based on the results of data processing in table 8, the multiple linear regression equation is obtained as follows:

$$Y = 2.003 + 0.334X_1 + 0.366X_2$$

The constant value of 2.003 indicates that when the digital marketing and product quality variables are assumed to be zero, the Purchase Decision (Y) has a positive baseline value. Although this condition is theoretical, this constant indicates a fundamental tendency for purchasing decisions to remain positive.

The Digital Marketing coefficient (X_1) of 0.334 indicates that digital marketing has a positive effect on purchasing decisions. This indicates that increased digital marketing adoption will be followed by increased purchasing decisions, assuming other variables remain constant.

The Product Quality Coefficient (X_2) of 0.366 also indicates a positive influence on purchasing decisions. This finding indicates that the better the quality of the product offered, the higher the consumer's tendency to make a purchasing decision.

Overall, the results of the regression analysis show that digital marketing and product quality have a positive influence on purchasing decisions, so that these two variables can be used as important factors in increasing consumer purchasing decisions.

4.6 Hypothesis testing

Hypothesis testing was conducted to determine the influence of digital marketing variables and product quality on purchasing decisions, both partially and simultaneously. This testing included t-tests, F-tests, and coefficients of determination.

Table 9. t-Test Results.

Variables	Coefficient β	t Count	Sig.	Result
Digital Marketing	0.334	5,447	<0.001	Significant
Product Quality	0.366	5,742	<0.001	Significant

Source: Researcher Processed Data, 2026

Based on the partial statistical test results (t-test) in Table 9, digital marketing and product quality were shown to have a significant influence on purchasing decisions. The digital marketing variable showed a significance value of less than 0.05, indicating that increased

digital marketing implementation significantly contributes to improving consumer purchasing decisions.

Product quality also has a significance value of less than 0.05, indicating that good product quality plays a significant role in driving purchasing decisions. These results confirm that each independent variable has a partial significant influence on purchasing decisions.

Table 10. F Test Results.

Regression Model	F Count	Sig	Result
Digital Marketing and Product Quality →in Purchasing Decisions	176,180	<0.001	Significant

Source: Researcher Processed Data, 2026

Based on the simultaneous test results (F-test) in Table 10, digital marketing and product quality simultaneously have a significant influence on purchasing decisions. This is demonstrated by the calculated F-value of 176.180 with a significance level of <0.001, indicating that both independent variables simultaneously influence consumer purchasing decisions.

Table 11. Results of the Determination Coefficient.

Regression Model	R ²	Percentage (%)
Digital Marketing and Product Quality →Purchasing Decisions	0.784	78.4%

Source: Researcher Processed Data, 2026

Based on the analysis results in table 11, the coefficient of determination (R²) value of 0.784 shows that digital marketing and product quality are able to explain 78.4% of the variation in purchasing decisions, while the remainder is explained by other factors outside the research model.

Discussion

The results of the study indicate that digital marketing has a positive and significant impact on purchasing decisions for furniture MSMEs in Jepara Regency. This finding indicates that increased digital marketing activity can encourage consumers in making purchasing decisions. The use of digital media such as social media, marketplaces, and websites allows MSMEs to convey product information more widely, quickly, and efficiently, thereby forming a positive consumer perception of the products offered. The results of this study are in line with the findings Ahmad Aufar Ribhi(2023)stating that digital marketing strategies have a significant impact on increasing transactions and purchasing decisions for MSMEs, and are supported by Achyar & Pratama(2021)those who found that the use of digital media can increase the competitiveness of furniture MSMEs.

In addition to digital marketing, product quality has also been shown to have a positive and significant influence on purchasing decisions, with a larger regression coefficient than digital marketing. This indicates that product quality is a more dominant factor in determining consumer purchasing decisions. For furniture products, which are classified as durable goods, consumers tend to consider aspects of material quality, construction strength, design, finishing, and product durability before making a purchase. This finding is in line with Safitri et al., (2022)the statement that product quality has a significant influence on consumer purchasing decisions, and supports the customer value theory, which emphasizes that consumers will choose products with the highest benefit value.

Simultaneously, digital marketing and product quality have been shown to significantly influence purchasing decisions. These results indicate that consumer purchasing decisions are the result of a combination of effective digital marketing strategies and superior product quality. Digital marketing plays a role in building consumer awareness and interest, while product quality strengthens consumer confidence in making purchasing decisions. This finding is consistent with research Rakhmawati & Tari, (2023)that Hidayat et al. (2019)states that digital marketing and product quality together significantly influence purchasing decisions, with product quality being the most dominant factor.

The coefficient of determination (R²) value of 0.784 indicates that most of the variation in consumer purchasing decisions can be explained by digital marketing and product quality, while the rest is influenced by other factors outside the research model. This finding confirms

that furniture MSMEs in Jepara Regency need to implement digital marketing strategies that are integrated with continuous product quality improvements in order to increase competitiveness and create consistent purchasing decisions in the digital marketing era.

5. Conclusion

This study aims to analyze the influence of digital marketing and product quality on consumer purchasing decisions in furniture MSMEs in Jepara Regency. The results show that digital marketing and product quality have a positive and significant influence on purchasing decisions, both partially and simultaneously. These findings indicate that the use of effective digital marketing strategies, supported by superior product quality, can increase consumer interest and purchasing decisions.

The results of this study imply that furniture MSMEs need to integrate digital marketing strategies with continuous product quality improvement. Digital marketing plays a crucial role in expanding information reach and building interactions with consumers, while product quality is a key factor in building consumer trust and satisfaction. Therefore, synergy between these two aspects can enhance the competitiveness and sustainability of furniture MSMEs in the digital marketing era.

This study has several limitations, including the limited number of research variables used and the scope of the study, which only covered furniture MSMEs in Jepara Regency. Therefore, future research is recommended to add other relevant variables, employ a more diverse methodological approach, and expand the scope of the research area to obtain more comprehensive results and achieve a broader level of generalizability.

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