

Optimizing Digital Marketing Strategies in Increasing Consumer Buying Interest in Target Face Cushion Products: An Empirical Study on Vision Archery Cirebon

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Abstract

This study aims to determine and analyze the influence of digital marketing strategies on online consumer buying interest at Vision Archery Cirebon Store. This research is a type of quantitative research using questionnaire and documentation approaches. Data collection techniques in this study use questionnaires or questionnaires that are distributed to obtain data on the influence of digital marketing strategies (X) and documentation to obtain data on online consumer buying interest (Y). This study is a sampling study because it took part of the number of consumers at the Vision Archery Cirebon Store in the last six months which amounted to 1,260 people with 94 respondents using the calculation of the slovin formula. The results of this study show that the variable influence of digital marketing strategy has a positive and significant effect on consumer buying interest in target face bearing products at Vision Archery Cirebon Store. This is based on the results of the F test with a calculated F value of 115.599 and a sig value of 0.000 which < 0.05 and based on the results of the t test with a sig value of < 0.05 and based on the results of a simple linear regression analysis which has a unidirectional or positive regression coefficient value which means that the better the digital marketing strategy is used, it will increase the amount of consumer buying interest.

Keywords: *Digital Marketing Strategy, Consumer Buying Interest*

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INTRODUCTION

Marketing is closely related to an individual's strategy in advancing his business. Therefore, business actors always market their products by keeping up with the times. An appropriate marketing strategy can shape the market scope of the company itself. Every company certainly has its own way of creating a marketing strategy. It takes high ideas and creativity to attract consumers' buying interest. Social media is a new marketing trend in today's business world, this is certainly very effective for companies that want to reach their target market wider and further (Hardilawati et al., 2019). In this case, it can provide positive value for people to be literate in technology and make the best use of it. This is a new challenge in digital marketing strategies to build consumer trust by providing detailed product information to online consumers.

The development of information technology has changed the scope of the marketing world in recent years. The marketing method in the past was only carried out directly, while in today's day the role of technology is enough to help sellers and buyers meet digitally on various social media platforms. There are various marketplace applications that make it easier for sellers and buyers to make buying and selling transactions online, marketing activities by utilizing technology are considered effective to advance the company in reaching more online consumers and achieving maximum profits (Naimah et al., 2020). Digital marketing is a marketing model that is carried out using internet access, by utilizing technology can help business actors in promoting and marketing the products owned by the company. Companies can have stores on various marketplaces and other social media. In the marketplace application, it not only displays the products to be sold, but can also place ads to expand the reach to online consumers. Popular internet media today that are used for product marketing include Instagram, Youtube, Facebook, Tiktok and also other social media. Digital marketing is real time so that companies can directly monitor how much interest and feedback from the target market, in addition to being able to decide on strategies to adjust advertising content as desired by buyers in order to get better and faster results (Sasongko et al., 2020). Based on the above background description, the researcher wants to try to examine more deeply related to the variables of digital marketing strategies whether there is an effect on the buying interest of online consumers which is further summarized under the title "The Influence of Digital Marketing Strategy on the Buying Interest of Online Consumers in Target Face Cushion Products (Case Study: Vision Archery Cirebon Store)". X, with the first formulation of how the digital marketing strategy at the Vision Archery Cirebon Store, and the second how much interest do online consumers have in buying at the Vision Archery Cirebon Store. The third formulation How high is the digital marketing strategy to online consumers' buying interest in target face cushion products at the Vision Archery Cirebon Store

RESEARCH METHODOLOGY

Based on the type of data obtained in this study, the researcher uses a quantitative descriptive method approach to describe the results of the research conducted by the researcher. According to Kasiran (2021), quantitative research is an effort by a researcher to find knowledge that presents data in the form of numbers. The numbers obtained will be used to analyze the information. In simple language, quantitative research is scientific research that is systematically arranged into parts and tries to find causality to find out the relationship (Salmaa, 2021).

The type of research used in this study is associative. According to Sugiyono (2016:69) in (Sandala & Massie, 2019) associative research is a temporary answer to the formulation of associative problems, which states the existence of a relationship between independent variables and dependent variables.

The population in this study is Activity Description No. October, November, December, January, February, March 1. Drafting Proposals 2. Applying for Permission 3. Retrieving Data 4. Data Processing 5. Compiling a report of 22 online consumers of Toko Vision Archery Cirebon over the last 3 months totaling 1,260 products that have been sold. The data was taken from the number of consumers who made purchases in the last 6 months from July to December 2022 and the sample taken in this study was 93 consumers. This amount is obtained by using the slovin formula.

The technique of collecting data with a questionnaire is by sharing several questions that are written and then given to the respondents. The data collection technique using this questionnaire is fairly efficient because it is an indicator related to the observed variables and can find out what respondents expect. The type that the researcher did in this study was closed, it was because the answer had been provided by the author. The techniques used in questionnaires, interviews and documentation and tests were Validity Test, Reliability Test, Classical Assumption Test, Simple Regression Test, Correlation Test and Determinant Coherence

RESULTS AND DISCUSSION

1. The Influence of Digital Marketing Strategy on the Buying Interest of Online Consumers, based on the analysis test carried out, states that there is an influence between the variables of digital marketing strategies on the buying interest of online consumers.

This is in accordance with research conducted by (Mulyandi & Sani, 2020) which shows that there is an influence between digital marketing strategy variables on the buying interest of online consumers. A good digital marketing strategy is influenced by price, promotion, product, e-commerce factors, where product price and product quality are the determining factors for consumers in making purchases. The good buying interest of online consumers is influenced by quality, safe product packing, and fast and friendly store admin service are the determining factors for consumers to buy products again and recommend them to friends, relatives or family to buy products at Vision Archery Cirebon Store.

2. Based on the results of the data analysis that has been tested in this study, it can be concluded that there is a positive and significant influence of digital marketing strategy variables on the buying interest of online consumers. If the marketing strategy is done very well, then there will be an increase in the buying interest of online consumers. This is evident from the results of regression analysis with regression coefficients for all positive variables.

3. Based on the results of the t-test, it is known that the digital marketing strategy variable has a significant value of less than 0.05 so that there is a positive and significant influence on the buying interest of online consumers at the Vision Archery Cirebon Store. This result is in accordance with the research conducted by (Sa'diyah et al., t.t.) which states that the influence of digital marketing on the interest in buying insurance of PT. Prudential Life Insurance. As well as research conducted by (Mulyandi & Sani, 2020) with research results showing that there is an influence of e marketing mix on online consumer buying habits in

39 commerce in Indonesia. As for the digital marketing strategy variable, it has a sig value of more than 0.05 so that there is a positive and significant influence on the buying interest of online consumers at the Vision Archery Cirebon Store. Based on the results of the F test, it is known that the F value is calculated as 115,599 with a sig value of $0.000 < 0.05$. So it can be said that simultaneously the variables of digital marketing strategies included in the regression model have a positive and significant influence on the buying interest of online consumers at the Vision Archery Cirebon Store.

This is in line with research that has been conducted by (Hendrawan et al., 2019) which states that the digital marketing variable has a simultaneous significant influence on the sales performance variable of asti gauri MSME products in Bantarsari Cilacap district. In the perspective of hypothesis theory 1 says that H_a is accepted, that is, there is a significant influence between digital marketing strategies on the buying interest of online consumers. In the perspective of hypothesis theory 2, it is said that H_a is accepted, that is, there is a simultaneous influence of digital marketing strategies on the buying interest of online consumers.

In an Islamic perspective, if the marketing strategy used online is to advertise, then it must display product details with appropriate conditions, good quality of goods, and other details so that they are explained transparently. The Vision Archery store receives feedback from consumer purchases made online on ecommerce applications with an objective assessment according to the condition of the goods received. In empirical products, the products sold by the Vision Archery Store are in accordance with the actual condition of the goods advertised, so that this makes customers feel confident and want to make a repurchase. Consumers are interested in making purchases because the goods received are in accordance with the store description and reviews from previous buyers.

CONCLUSION

Based on the results of the analysis and calculations above, it can be concluded that: 1. Based on the results of the respondents' answers as a whole, it can be concluded that the digital marketing strategy at the Vision Archery Cirebon Store is very good because it can increase the number of buying interest of online consumers.

Based on the results of the t-test, a t-value was obtained calculated on the digital marketing strategy variable, which was 10.752 and a sig value. 0.000, less than 0.05 which means that the variable digital marketing strategy has a positive and significant influence on the buying interest of online consumers at the Vision Archery Cirebon Store.

Based on the results of the calculation, it was obtained that the amount of influence between the variables of digital marketing strategy on the buying interest of online consumers was 56% and in the results of the F test, the F value was obtained which was 115,599 and a significant value or sig. $0.000 < 0.05$. So it can be concluded that the independent variable included in the regression model, namely the digital marketing strategy, has a simultaneous effect on the variable of online consumers' buying interest at the Vision Archery Store.

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