

THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT QUALITY ON CONSUMER VISIT INTENTIONS (STUDY ON GELAS BATU CAFE 5 RANTAUPRAPAT)

Eliza ¹⁾, Zulkarnain Nasution²⁾, Fauziah Hanum³⁾

^{1,2,2} Faculty of Economics and Business , Labuhanbatu University, Labuhanbatu, Indonesia.

*E-mail: ¹elizaulb2022@gmail.com

Abstract. *The intention to visit consumers plays a very important role in ensuring that the company can compete, because without the intention to visit and buy from consumers, the products produced by the company will not provide income for the company's activities. The aim of this research is to reveal the influence of digital marketing and product quality on consumers' visiting intentions. The research population adheres to the Maximum Likelihood Estimation (MLE) concept, the number of samples in the survey ranges from 100-200 samples which are estimated based on the number of indicators. The number of samples taken for this research was 106 people who were consumers of the Gelas Batu 5 Rantauprapat Cafe. The sampling technique uses accidental sampling (i.e. any respondent who coincidentally meets the researcher). The scale technique used by the author chose a Likert scale. Meanwhile, for data analysis techniques in solving problems using the Smart PLS v.4.0 application to predict the model tested in the research.*

Keywords: *Digital Marketing, Product Quality, Intention to Visit.*

INTRODUCTION

The phenomenon of consumer problems in various marketing research is increasingly interesting to follow up empirically. Among them, many marketing phenomena are related to visiting intentions. In various literatures, the concept of visit intention is defined as (Shalli Habiibika Baaq et al., 2022) a form of behavior to come back or stay longer than expected. The close relationship between visiting intentions in marketing because it is the basis for prejudice and interest is also important in making decisions, so it can be summarized simply that visiting intentions are something personal in the form of behavior that appears as a response to an object (Rachmawati et al., 2019). Apart from that, the intention to visit and buy from consumers plays an important role in ensuring that companies can compete, because without the intention to visit and buy from consumers, the products produced by the company will not provide income for the company's activities (Arifin et al., 2021). As the main key in maintaining a business, consumers must be made more interested in the company's products compared to competitors' products, so that their purchasing power will be devoted to the company's products. Intention to visit culinary products can be obtained in various ways, one of which is by carrying out digital marketing such as using social media and improving product quality.

Digital marketing or digital marketing is product marketing carried out using social media which makes it easier for consumers to know and access the products owned by entrepreneurs (Albi, Muhammad & Hidayat, 2021). This marketing provides an opportunity for companies and potential consumers to introduce and get to know the

product more effectively. This is because access to information related to the product in question can be accessed from anywhere as long as there is an internet connection. Digital-based marketing can also cover a larger market area so that the likelihood of people visiting the product will be greater (Asis et al., 2020). Apart from carrying out digital marketing, companies must guarantee that the products they sell are of good quality and quality.

In particular, the intention to visit that a consumer experiences without realizing it is also influenced by the perception of product quality. Research (Pratama & Yulianthini, 2022) shows that product quality is still an important element in the intention to buy or visit. For some researchers, product quality is always placed as the indicator most often involved in various scientific studies throughout the world. However, product quality is an eternal independent variable that needs to be researched well in the fields of marketing, both industrial, service and manufacturing. The concept of product quality is the key to success, whether in the form of physical products or services. So the definition of product quality is essentially the product's ability to work according to its capabilities.

Poor quality will reduce consumers' intention to visit or buy the product in question, which will result in losses for the company (Nurfritri et al., 2022). According to research conducted by (Cesariana et al., 2022) states that product quality has a positive and significant effect on customer satisfaction, which means that to achieve consumer satisfaction in the restaurant or cafe business there are many ways that can be used, one of which is the importance of product quality, namely which has a very important role for consumers because here it measures the level of product quality received by consumers themselves and consumers assess the culinary taste in a "cafe" or restaurant of their choice. Product quality is also an important factor for consumers when buying food at a restaurant or cafe.

Gelas Batu 5 Rantauprapat Cafe is one of the places or cafe destinations available in the city of Rantauprapat, its location in the middle of the city is the most strategic place visited by consumers from everywhere. Apart from that, the menu concept provided is abundant so that it attracts the attention of the public or consumers to visit. In the midst of increasingly fierce competition, Gelas Batu 5 Rantauprapat Cafe also uses digital marketing strategies with the help of social media such as Facebook, IG and Twitter in marketing. Even though they have implemented digital marketing, the phenomenon found is that the digital marketing of Kafe Gelas Batu 5 Rantauprapat is mediocre, which can be seen from the intensity of promotions via social media, which can be said to be rare or even not optimal in accessing social media as a digital marketing avenue. Another phenomenon that needs attention is product quality, even though there are various menus available, it is better to always maintain hygienic quality of the product.

Apart from that, the existence of various literature is a strong basis for this research to be carried out that digital marketing and product quality are ways that must not only be maintained but must be improved to face increasing competition. Product quality itself is influenced by taste, stability or consistency, nutritional content, presentation, aroma and temperature of the food. Product quality characteristics that can be accepted by consumers, namely size, shape, color, consistency, texture and taste, are internal factors of product quality.

Consumers' intention to visit to buy products is the key to future business development. Therefore, companies must always look at all opportunities that can help increase consumers' intention to visit to buy company products. Digital marketing offers marketers great efficiency in presenting their products to consumers, and this must be balanced with good quality product presentation. Digital marketing carried out by marketers today makes their products better known to consumers, so that consumers' intention to visit and buy grows more quickly.

RESEARCH METHOD

The concept of this research uses a quantitative descriptive approach, namely research that describes, examines and explains something that is a phenomenon with the aim of being studied as it is in a more interesting way and observed based on numerical data. This research is deductive in nature where the problem formulation is answered using a theory formulated into a hypothesis. The variables of this research include digital marketing and product quality as independent variables and the variable intention to visit as the dependent variable. The location of this research was carried out at Gelas Batu 5 Cafe Rantauprapat from November 2022 to March 2023. The research population adheres to the Maximum Likelihood Estimation (MLE) concept, the number of samples in the survey ranges from 100-200 samples which are estimated based on the number of indicators. The number of samples taken for this research was 106 people who were consumers of the Gelas Batu 5 Rantauprapat Cafe. The sampling technique uses accidental sampling (i.e. any respondent who coincidentally meets the researcher). The scale technique used by the author chose a Likert scale. Meanwhile, for data analysis techniques in solving problems using the Smart PLS v.4.0 application to predict the model tested in the research.

RESULTS AND DISCUSSIONS

Respondent Profile

Respondent data was obtained from the results of distributing questionnaires that had been carried out. It is known that 106 respondents have filled out the questionnaire given by the researcher. Here's the explanation:

Table 1. Table 1. Respondent Characteristics

No.	Respondent Profile		Frequency	Percent
1.	Gender	Man	65	61.3
		Woman	41	38.7
		Total	106	100.0
2.	Age	15 - 22 Years	23	21.7
		23 - 30 Years	43	40.6
		31 - 40 Years	25	23.6
		41 - 45 Years	8	7.5
		> 45 Years	7	6.6
		Total	106	100.0
3.	Work	Government employees	24	22.6
		Private employees	24	22.6
		Self-employed	23	21.7
		Student/ student	35	33.0

Total	106	100.0
-------	-----	-------

Source: processed data, 2022

Based on table 1. above, it is known that the characteristics of respondents based on gender were 65 people or 61.3% male and 41 respondents were female or 38.7%. Meanwhile, the characteristics of respondents based on age were 23 respondents aged 15-22 years, 23 people or 21.7%, aged 23-30 years, 43 or 40.6%, aged 31-40 years, 25 people or 23.6%, aged 41-45 years as much as 8 or 7.5% while over 45 years is as much as 6.6%. Regarding the characteristics of respondents based on work, there were 24 civil servants or 22.6%, 24 private employees or 22.6%, 23 or 21.7% self-employed and 35 or 33% students. This proves that rock glass cafe consumers are predominantly male, aged 23-30 years and working as students.

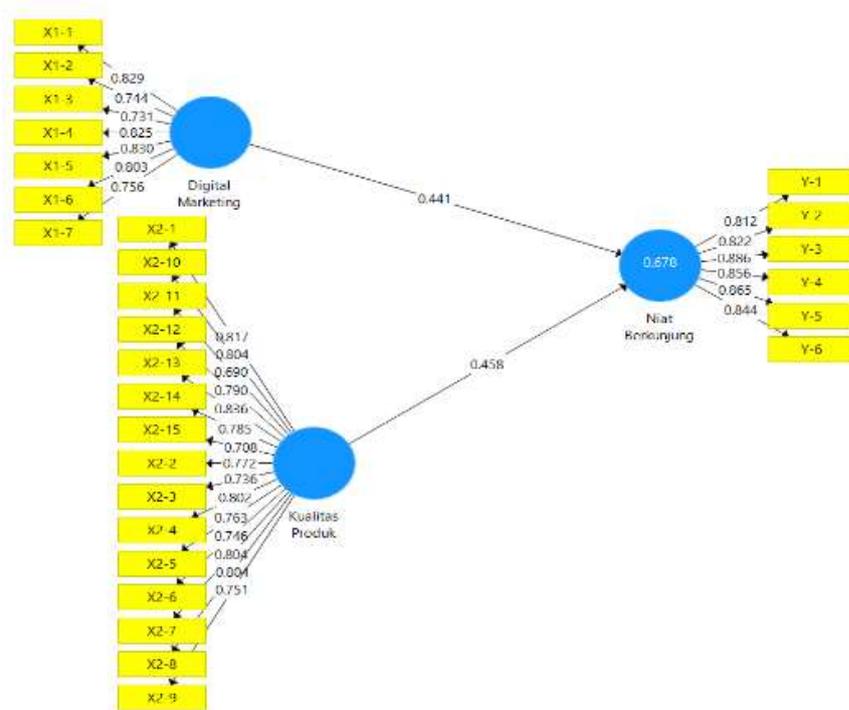


Figure 1. Smartpls 4.0 data processing results

With the following information:

Validity test

The following are the results of data processing based on 3 variables and 28 statement items;

Table 2. Outer Loading

Variable	Items	Loading	AVE	Note
Digital Marketing	X1-1	0.829	0.623	Valid
	X1-2	0.744		Valid
	X1-3	0.731		Valid
	X1-4	0.825		Valid
	X1-5	0.830		Valid
	X1-6	0.803		Valid
	X1-7	0.756		Valid

Variable	Items	Loading	AVE	Note
Product quality	X2-1	0.817	0.601	Valid
	X2-2	0.772		Valid
	X2-3	0.736		Valid
	X2-4	0.802		Valid
	X2-5	0.763		Valid
	X2-6	0.746		Valid
	X2-7	0.804		Valid
	X2-8	0.804		Valid
	X2-9	0.751		Valid
	X2-10	0.804		Valid
	X2-11	0.690		Valid
	X2-12	0.790		Valid
	X2-13	0.836		Valid
	X2-14	0.785		Valid
	X2-15	0.708		Valid
Intention to Visit	Y-1	0.812	0.719	Valid
	Y-2	0.822		Valid
	Y-3	0.886		Valid
	Y-4	0.856		Valid
	Y-5	0.865		Valid
	Y-6	0.844		Valid

Source: Primary data processing in 2023

Based on table 2, it is known that the construct value of each statement item in each variable has a loading value > AVE value. In this way, this proves that all constructs in each variable are declared valid.

Reliability Test

The construct reliability test is used to measure Cronbach's alpha and composite reliability values. A construct will be declared reliable if the Cronbach's alpha and composite reliability values are > 0.6.

Table 3. Reliability Test Results

	Cronbach's Alpha	Composite Reliability	Note
Digital Marketing	0.899	0.920	Reliable
Product quality	0.952	0.957	Reliable
Intention to Visit	0.922	0.939	Reliable

Source: Primary data processing in 2023

Based on table 3, it is known that the results of reliability testing show Cronbach's alpha and composite reliability values > 0.6, which means all variables are declared reliable.

a. T Test (Hypothesis)

The following is an explanation of the results of the SmartPLS hypothesis testing that has been carried out:

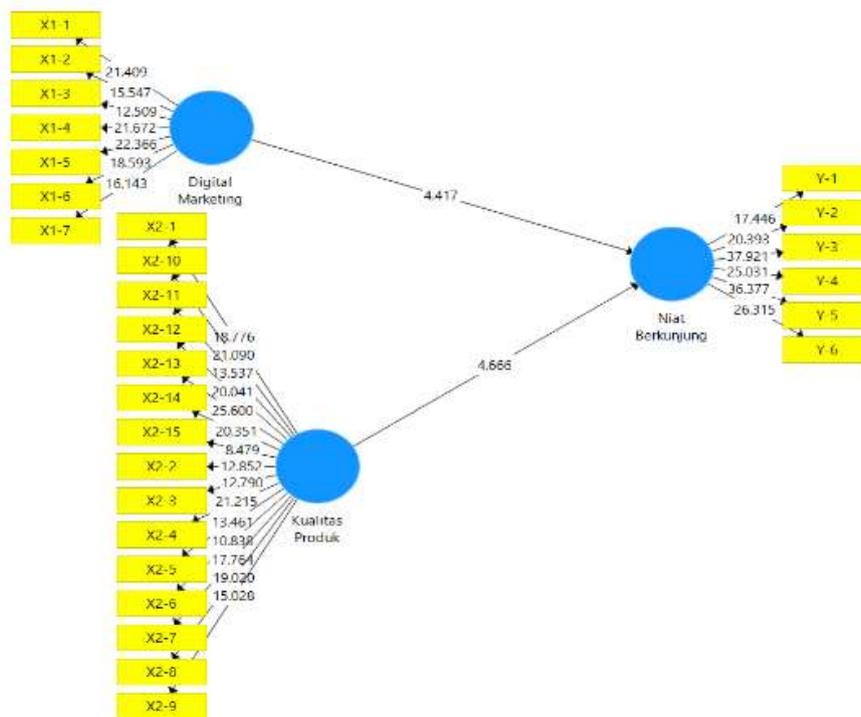


Figure 2. Smartpls 4.0 data processing results

To find out the structural relationship between latent variables, hypothesis testing must be carried out on the path coefficient between variables by comparing the p-value with the Pvalue (0.005) or t-statistic of (>1.96). The Pvalue and t-statistics are obtained from the output on SmartPLS using the bootstrapping method. This test is intended to test the following:

Table 4. Hypothesis Testing Results

	T Statistics (O/STDEV)	P Values
Digital Marketing -> Visit Intention	4,417	0,000
Product Quality -> Intention to Visit	4,666	0,000

Source: Primary data processing in 2023

Based on the results of the hypothesis test in table 4, it is known that the Digital Marketing variable (X 1) has a t-statistic value of 4,417 > 1.96 and a P value of 0.000 < 0.005, which means that the Digital Marketing variable influences Visit Intention (Y). This proves that the hypothesis is accepted and proven. For the Product Quality variable (X 2) it is known that it has a t-statistic value of 4,666 > 1.96 and a P value of 0.000 < 0.005, which means that the Product Quality variable (X 2) has an effect on the Intention to Visit variable (Y). This also proves that the hypothesis is also accepted and proven.

R Square

The structural model was evaluated using Rsquare for the dependent construct. The R2 value can be used to test whether the influence of endogenous variables and exogenous variables has a substantial influence. Here's the explanation:

Table 5. Coefficient of Determination

	R Square	R Square Adjusted
Intention to Visit	0.678	0.672

Source: Primary data processing in 2023

Based on table 5 above, it is known that the Rsquare value is 0.678, which means that 67.8% of variations or changes in consumer intention variables are influenced by digital marketing variables and product quality variables, while the remaining 32.2% is caused by other things. This proves that the Rsquare for the visiting intention variable is moderate.

Discussion

Digital Marketing on Consumer Visit Intentions

The research results show that digital marketing has a significant effect on consumers' visiting intentions. This is proven by the results of tests that have been carried out where the t-statistic is > 1.96 and the probability value is $<$ level of significance ($\alpha=5\%$). This means that the better digital marketing a company carries out, such as websites, search engine marketing, e-mail marketing and social media marketing, the more consumers' interest in visiting will increase. This is because digital marketing is a modern marketing technique that can provide new hope for a company in running its business. Digital marketing is used to expand marketing from conventional methods to become completely digital to reach consumers in a timely and flexible manner. This result is in line with (Masyithoh & Novitaningtyas, 2021) and (Adianto & Sari, 2023) which shows that the use of media in marketing to reach internet users promises a wider market. Research also shows that social media has a positive and significant effect on consumer trust in the products or brands being marketed.

Product Quality on Consumer Visiting Intentions

The research results show that product quality has a positive and significant effect on consumers' intention to visit. This is proven by the results of the tests that have been carried out, namely where the t-statistic is > 1.96 and the probability value is $<$ level of significance ($\alpha=5\%$). This means that the better the quality of a product produced, the more it will increase consumer interest in visiting and purchasing. This is because product quality is one of the factors that greatly influences consumers' interest in visiting and buying. These results are in line with (Mulyana & Andreani, 2019) and (Tombeng et al., 2019) which state that the cause of consumers' intention to visit is because a company or business is able to provide quality for the products that have been provided.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of the research and data analysis that has been carried out, the following conclusions can be drawn : 1) research results show that digital marketing has a significant effect on consumers' visiting intentions, 2) Research results show that product quality has a positive and significant effect on consumers' visiting intentions.

REFERENCES

- Adianto, T. E., & Sari, D. K. (2023). The Influence of Digital Marketing, Brand Equity, and Brand Ambassadors on Interest in Buying Skincare. *Indonesian Journal of Innovation Studies*, 21, 1-19. <https://doi.org/10.21070/ijins.v21i.752>
- Albi, Muhammad, R. P., & Nurdin Hidayat. (2021). Pengaruh Kualitas Layanan dan Kepuasan Pelanggan Terhadap Minat Beli Ulang Pada Aplikasi Belanja Online X. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 14(1), 1-13.

- Arifin, S. E. ., Lumanauw, B., & Poluan, J. G. (2021). Pengaruh E-Wom, Food Quality Dan Servicescape Terhadap Niat Berkunjing Di Pondok Hijau Restaurant Manado the Influence of E-Wom, Food Quality and Servicescape on Intentions To Visit Manado Pondok Hijau Restaurant. *Jurnal EMBA*, 9(4), 1272-1281.
- Asis, P. H., Marjani, M., & Ma'ruf, A. A. (2020). Penggunaan Pemasaran Digital (Digital Marketing) Sebagai Pendukung Pengembangan Usaha Pada Kelompok Pengrajin Anoa Art. *CARADDE: Jurnal Pengabdian Kepada Masyarakat*, 2(2), 345-352. <https://doi.org/10.31960/caradde.v2i2.344>
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 211-224. <https://doi.org/10.38035/jmpis.v3i1.867>
- Chandra, A. prijaya, & Santoso, T. (2019). Pengaruh Brand Image, Kualitas Produk, Dan Harga Terhadap keputusan Pembelian Di Outlet Mini Melts Surabaya. *Agora*, 7(1), 1-5. <http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/8172>
- Dalilah, N., & Prawoto. (2020). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Citrus Cafe Jakarta. *MAMEN (Jurnal Manajemen)*, 2(2), 186-197. <https://doi.org/10.55123/mamen.v2i2.1774>
- Desai, D. M. V. (2019). Digital Marketing: A Review. *International Journal of Trend in Scientific Research and Development, Special Is(Special Issue-FIIIPM2019)*, 196-200. <https://doi.org/10.31142/ijtsrd23100>
- Febriyantoro, M. T., Arisandi, D., Febriyantoro, M. T., Arisandi, D., Universal, U., & Pemasaran, M. (2018). Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean. *JMD: Jurnal Manajemen Dewantara*, 1(2), 61-76.
- Lombok, V. V., & Samadi, R. L. (2022). Pengaruh Brand Image, Brand Trust Dan Digital Marketing Terhadap Keputusan Pembelian Konsumen Pada Produk Emina (Studi Kasus Pada Mahasiswa Universitas Sam Ratulangi). *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 953. <https://doi.org/10.35794/emba.v10i3.43524>
- Masyithoh, I. N., & Novitaningtyas, I. (2021). PENGARUH DIGITAL MARKETING TERHADAP MINAT BELI. *Jurnal Manajemen Dan Bisnis Kreatif*.
- Mulyana, A., & Andreani, F. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pelanggan Shao Kao Kertajaya Melalui Kepuasan Pelanggan. *Agora: Jurnal Mahasiswa Manajemen Bisnis*, 7(2), 1-8.
- Nurfritri, A. R., Winarsih, W., & Setyaningsih, E. (2022). Peran persepsi harga, kualitas produk, promosi dan lokasi terhadap kepuasan konsumen pada swalayan di Kota Depok. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 4(12), 5572-5586. <https://doi.org/10.32670/fairvalue.v4i12.2016>
- Pratama, C. S., & Yulianthini, N. N. (2022). Pengaruh Kualitas Produk Dan Kepuasan Pelanggan Terhadap Niat Membeli Kembali Air Kemasan Merek Yeh Buleleng Di Kota Singaraja. *Jurnal Manajemen Dan Bisnis, Vol. 4 No. 2, Bulan Agustus Tahun 2022 P-ISSN: 2685-5526*, 11(2), 180-187.
- Rachmawati, V., Dedi, S., & Simatupang, R. A. (2019). Pengaruh Bauran Pemasaran Terhadap Niat Berkunjung (Studi Kasus: Pantai Pasir Putih Kabupaten Manokwari). *Collaborative Governance*, 1(1), 219-248.
- Shalli Habiibika Baaq, Sarah Fadila, Esti Dwi Rahmawati, & Haris Novy Admadianto. (2022). Peran Kepuasan Dan Motivasi Pengunjung Terhadap Niat Berkunjung

Kembali Ke Taman Satwa Taru Jurug. *OPTIMAL: Jurnal Ekonomi Dan Manajemen*, 2(4), 14-24. <https://doi.org/10.55606/optimal.v2i4.692>

Tombeng, B., Roring, F., & Farlane S. Rumokoy. (2019). Pengaruh Kualitas Pelayanan, Harga Dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Rumah Makan Raja Oci Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(1), 891-900.