

The Influence of Digital Promotion on the Decision to Purchase Crispy Oyster Mushroom (Case study on smile chicken Medan)

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Abstrak

This study aims to analyze the effect of Digital Promotion on the Purchase Decision of crispy oyster mushroom products at Smile Chicken Medan MSMEs. The digital promotion referred to includes the use of social media such as Instagram, TikTok, WhatsApp, and the GoFood platform as the main promotional tools. The purchase decision is measured from consumer responses to the product after going through an evaluation process. This study uses a quantitative method by distributing questionnaires to 100 respondents, namely followers of the official Smile Chicken Medan Instagram account. The research instruments have been tested for validity and reliability with the results showing that all items in the Digital Promotion and Purchase Decision variables are valid (calculated $r > \text{table } r = 0.196$) and reliable, with Cronbach's Alpha values of 0.785 and 0.851, respectively. The normality test showed a normal distribution (Sig. = 0.200). The results of simple linear regression analysis produced the equation $Y = 23.808 + 0.941X + e$, with a significance value of $0.000 < 0.05$ and a coefficient of determination (R^2) of 0.285. This means that digital promotion significantly explains 28.5% of the variation in purchasing decisions, while the rest is influenced by other factors such as price, product quality, and customer satisfaction. Based on the t-test results, digital promotion was proven to have a significant effect on purchasing decisions (t count = 6.256; Sig. = 0.000). These findings support the hypothesis that digital promotion is an effective strategy in increasing purchasing decisions. Therefore, businesses are advised to continue developing promotional content that is consistent, attractive, and in line with the preferences of the target market.

Keyword: Digital Promotion, Purchase Decision, Crispy Oyster Mushrooms

1. INTRODUCTION

Rapidly developing digital technology has caused profound changes in many aspects of life, including in the marketing sector. Internet usage has increased significantly, making it a promising business opportunity (Syahputra and Hanum, 2021). Currently, many businesses are utilizing social media such as Instagram, TikTok, WhatsApp, and food delivery platforms such as GoFood to promote their products. One culinary business that actively uses digital promotion is Smile Chicken Medan, which utilizes various platforms to attract consumers. In this situation, it is important to understand that it is critical to find out what influences consumers' purchasing decisions. The increasing number of alternatives makes it easier for consumers to choose according to their tastes and economic capabilities (Enjelina, 2022). Besides price, the seller's reputation significantly influences consumers' online purchasing behavior, as seen from high ratings. Digital promotion is a form of marketing communication that utilizes information technology to reach and influence consumers through various online channels (Putri, Manurung, and Fiqri, 2026). By using information technology, product expansion can increase because everyone can easily access information anytime and anywhere. (Rahmawati, Setiawan and Fadhilah, 2023) explain that digital advertising includes increasing consumer visibility and participation through various digital channels, such as social media, search engines, and e-commerce platforms

According to (Nugraha and Kurniawan, 2023), there are four indicators for measuring digital promotion, namely: (1) Accessibility, the ease with which consumers can access company information or services through digital platforms such as websites or social media; (2) Interactivity, the level of consumer engagement with the company, such as through comments, messages, or other interactive features that enable two-way communication; (3) Entertainment, engaging and entertaining content created to capture consumer attention, such as creative videos or fun campaigns; (4) Trust, where consumer trust in the company is built through clear, transparent, and reliable information, including positive reviews or product certifications.

Purchasing decisions are the process of selecting the most desirable brand. In this process, there are two main components that influence the difference between purchasing objectives and purchasing options. Although each individual tends to have the same decision-making process, factors such as age, personality, income, and lifestyle can differentiate decisions between individuals (Sari and Prihartono, 2021).

(Nuryanti et al., 2024) Purchase decisions are the result of combining available information to evaluate various alternatives and selecting the one that is considered to best meet consumer needs or desires. This choice is then presented cognitively as a decision to purchase a particular product or service.

According to (Arianty and Andira, 2021), there are several indicators that can be used to understand the consumer purchasing decision-making process, including: (1) Product Purchase, which is when consumers decide whether they will buy a product or use their money for other purposes; (2) Brand Purchase, where consumers decide which brand to buy; (3) Channel Selection, which involves consumers' decisions regarding the

place or platform they will use to make their purchase; (4) Purchase Timing, which shows that each consumer may have a different time frame for deciding to make a purchase; (5) Purchase Quantity, which is how many products will be purchased in a single transaction, which may be more than one unit.

This research was conducted at Smile Chicken Medan on Jl. Tempuling no.139, Medan Tembung, Medan City, North Sumatra. This research in May 2025.

2. RESEARCH METHODE

This study utilizes quantitative data (Sulung and Muspawi, 2024) and there are two categories of data in this study, namely primary data and secondary data. Primary data is information obtained directly from the main source, namely the respondents specified in this study. Primary data collection was carried out by distributing questionnaires to followers of the Smile Chicken Medan social media account. Secondary data is information that was previously available from digital promotional activities carried out by Smile Chicken Medan through social media such as Instagram and TikTok

The population in this study is all followers of the Smile Chicken Medan social media account, consisting of Instagram and TikTok platform users. According to the data obtained, the number of followers of the Smile Chicken Medan Instagram account is 9,193 people, while the number of followers on the TikTok platform reaches 1,394 people. Based on this, the population in this study totals 10,587 people. However, to avoid potential account duplication, such as one person following the account on both Instagram and TikTok, this study chose the Instagram platform as the larger population base, with 9,193 followers. Therefore, the sample in this study is 98.92, rounded up to 100. In this study, the method used is purposive sampling, which is a type of sampling technique.

According to (Agus et al., 2022), quantitative statistical analysis is a method that uses numbers to describe, test relationships, and draw conclusions from research data. The tests used in this study are the normality test, simple linear regression test, and determination test.

3. RESULT AND DISCUSSION

3.1 Simple Regression analysis

Table 1 Regression Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	23.808	4.452		5.348	.000
Digital Promotion	.941	.150	.534	6.256	.000

a. Dependent Variable: Buying Decision

Based on the value of unstandardized coefficients (B), the simple linear regression equation is $Y=23.808+0.941X+e$. This equation can be interpreted to mean that a constant of 23.808 means that if there is no digital promotion ($X = 0$), then this purchase decision is at a value of 23.808. The regression coefficient The results of simple linear regression analysis show that digital promotions influence purchasing decisions positively and significantly. Increasing digital promotions will also increase purchasing decisions by consumers.

3.2 Coefficient of Determination

Table 2 Coefficient of Determination Test Results (R^2)

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534 ^a	.285	.278	6.29809

a. Predictors: (Constant), Digital Promotion

The R Square (R^2) value = 0.285, meaning that the Digital Promotion variable is able to explain 28.5% of the variation in the Purchasing Decision variable. The remaining 71.5% is explained by other variables outside this research model, such as price and quality product, customer satisfaction, and other factors. So, it can be concluded that the contribution of digital promotions to purchasing decisions is in the medium category

3.3 T-Test

Based on Table 1, the result shown the Digital Promotion variable has a t value of 6.256 and a significance of 0.000 (< 0.05), which shows a positive and significant influence on purchasing decisions. The regression coefficient of 0.941 means every an increase in one digital promotion variable will increase purchasing decisions by 0.941, assuming other variables remain constant. This means that the more effective digital promotions are, the more purchasing decisions tend to increase.

3.4 Discussion

This research aims to examine the influence of digital promotions on purchasing decisions for Crispy Oyster Mushroom products at Smile Chicken Medan. Digital promotion as an independent variable includes marketing activities through digital media, while purchasing decisions as a dependent variable are consumer actions after evaluation. The results of simple linear regression show the equation $Y = 23.808 + 0.941X + e$, which means that every increase in one unit of digital promotion increases purchasing decisions by 0.941 units. A significance value of 0.000 (< 0.05) indicates a significant effect. A positive coefficient indicates a unidirectional relationship, where the more intensive the digital promotion, the higher the consumer's purchasing tendency.

Then, the results of the analysis of the coefficient of determination (R^2) show a value of 0.285, which means that digital promotions explain 28.5% of the variation in purchasing decisions, while the remaining 71.5% is influenced by other factors outside this research. Even though it contributes quite a lot, digital promotion is not the only determining factor. On the other hand, the t test produces a value of 6.256 with a significance of 0.000 (< 0.05), indicating that digital promotions have a significant effect on purchasing decisions. Thus, the hypothesis which states that "Digital Promotions influence Purchasing Decisions" can be accepted

Based on the findings and analysis, it can be concluded that digital promotions have a positive and significant effect on consumer decisions in purchasing crispy oyster mushrooms at Smile Chicken Medan. These findings indicate that using digital media as a promotional strategy is an effective way to increase purchasing decisions. Therefore, business actors are advised to continue to maximize the use of digital promotions innovatively and consistently to encourage sales and maintain customer loyalty

4. CONCLUSION

Based on the research on the effect of digital promotions on purchasing decisions for crispy oyster mushroom products at Smile Chicken Medan, the findings indicate a positive and significant relationship between digital promotions and consumers' purchasing decisions. The analysis shows that improvements in digital promotional activities are followed by an increase in purchasing decisions, meaning that the more effective the digital promotions implemented, the higher the likelihood of consumers making a purchase. These results suggest that consumers actively consider digital promotional content when deciding to buy the product. In addition, digital promotions contribute meaningfully to purchasing decisions, although other factors outside this study also play a substantial role. Overall, it can be concluded that digital promotions provide a positive and significant contribution to enhancing purchasing decisions for crispy oyster mushroom products at Smile Chicken Medan.

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