

# The Influence of Digital Advertising and Taste on the Purchase Decision of Sushi Me MSMEs in Medan City

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## Abstrak

The Micro, Small and Medium Enterprises (MSMEs) sector plays an important role in advancing the country's economy. MSMEs have become the backbone of the country's economy because they have contributed to GDP or Gross Domestic Product and also added employment for the community This can be seen from data from the Ministry of Cooperatives and Small and Medium Enterprises. Currently, there are 65.4 million MSMEs in Indonesia, which have employed 114.7 million people or around 56% of the workforce in Indonesia. In addition, MSMEs also contribute more than 60% to the country's GDP. The purpose of the research is to determine the influence of Digital Advertising and Taste Image on the purchase decision of Sushi Me MSMEs in Medan City. Research Methods The approach used by the researcher in this study is quantitative. The sampling technique used in this study uses purposive sampling. The purposive sampling technique is a technique in determining samples that have certain considerations. Due to the size of the population that is not known for sure, the sample size is determined using the formula (Hair et al., 2020) if the number of research samples is unknown from the exact number of population and suggests a sample size of at least 5 to 10 times the indicator variable, so the number of indicators in this study is obtained by 20 times 5 ( $19 \times 5 = 95$ ). Research Results There is a positive influence on the variable of Digital Advertising on Purchase Decisions at Sushi Me where the calculated value  $t$  is greater than the  $t$ -value of the table, which is  $3,430 > 1,661$  ( $\alpha = 5\%$ ,  $df = 76$ ) a significance value of  $0.001 < 0.05$ , so it can be concluded that  $H_1$  or the first hypothesis is accepted and  $H_0$  is accepted. It can be concluded that there is a positive influence of Digital Advertising ( $X_1$ ) on Purchase Decisions ( $Y$ ). The value of the  $t$  calculation is smaller than the  $t$ -value of the table, which is  $6.292 < 1.661$  ( $\alpha = 5\%$ ,  $df = 76$ ) of the significance value of  $0.000 > 0.05$ , so it can be concluded that  $H_2$  or the second hypothesis is rejected and  $H_0$  is accepted, which has a positive influence of Taste ( $X_2$ ) on the Purchase Decision ( $Y$ ).

**Keyword:** Digital Advertising, Taste, MSME Purchase Decision

## 1. INTRODUCTION

The Micro, Small and Medium Enterprises (MSMEs) sector plays an important role in advancing the country's economy. MSMEs have become the backbone of the country's economy because they have contributed to GDP or Gross Domestic Product and also added employment for the community This can be seen from data from the Ministry of Cooperatives and Small and Medium Enterprises. Currently, there are 65.4 million MSMEs in Indonesia, which have employed 114.7 million people or around 56% of the workforce in Indonesia. In addition, MSMEs also contribute more than 60% to the country's GDP. (MSME Empowerment Report, 2022:5). Data from the Ministry of Cooperatives and Small and Medium Enterprises also shows that the contribution of MSMEs to GDP continued to increase before the pandemic. However, this contribution decreased to 37.3% during the pandemic. (<https://dailysocial.id/>, Accessed on March 31, 2024).

Micro, Small, and Medium Enterprises (MSMEs) are very important for the growth of a country's economy. MSMEs are one of the forms of the people's economy that needs to be developed in Indonesia. Because this sector is able to offer job openings that are able to accommodate a large number of workers, it is expected to contribute to an increase in income that allows people to meet their basic needs (Windusancono, 2021). In order for MSMEs to thrive and be able to support the stability of the national economy, strengthening or strengthening must be carried out to empower them. In order to boost production and advance and grow the MSME sector as a whole, empowerment MSMEs is a strategic step (Ondang et al., 2019). In addition to expanding production, several initiatives are also carried out to support MSMEs must also increase product marketing because in general MSMEs in Indonesia have difficulty growing due to product marketing constraints. (Sedyastuti, 2018).

Most of the problems faced by MSME actors are caused by the lack of developed product marketing methods or promotional media used to provide information related to products sold to consumers, lack of consumer trust, decreased consumer desire to buy products, all of which are sourced from marketing and product promotion that is not optimal and digitally so that many consumers do not know the products provided in the meet consumer needs. In seeing the success of MSMEs the final choice on the product is a purchase decision, the purchase decision is the final decision that must be taken by a consumer to buy a good or service with various certain considerations. Purchase decisions made by consumers describe the extent of marketing in an effort to market a product to consumers. Companies can implement marketing strategies to develop, retain or increase consumer loyalty, that companies must constantly act to attract and retain consumers. If consumers are satisfied, feel secure and then trust the brand, they will buy it in the future, in other words making a repurchase as a loyal behavior (Wuryandari, 2020). One of the culinary companies in the form of fast food, namely from PT Kuliner Jalanan Grup Indonesia, Street Sushi restaurant is not only the only fast food restaurant in the area, many

are competitors of Street Sushi restaurants. Examples include Sushi Cuy, Sush Me, Soji Sushi, OTW Sushi and other fast food restaurants

## 2. RESEARCH METHODE

### 2.1 Research Framework

#### 2.1.1 Digital Advertising

*Digital Advertising* can reach all groups, compared to conventional marketing which is limited by distance, time and users. One of the digital marketing media that is often used is social media, such as Facebook or Instagram In accordance with research conducted by (Effendy & Sunarsi, 2020) Regarding the promotion of MSMEs through online, all answered that they were effective in promoting them online, with most revealing that it was more effective to promote them through social media than promotion through other media.

**H1: The Effect of Digital Advertising on purchase decisions.**

#### 2.1.2 Celebrity Endorsment

Drummond KE& Brefe LM (2010) taste is a method of determining food that must be classified from the taste of the food. Taste is a characteristic of food that includes appearance, smell, taste, composition and temperature. Because feelings affect consumers towards products that provide good quality in them. For Kotler and Keller (2009: 126) perception is a way used by people to sort, organize, and interpret data inputs to produce meanings that have a certain meaning.

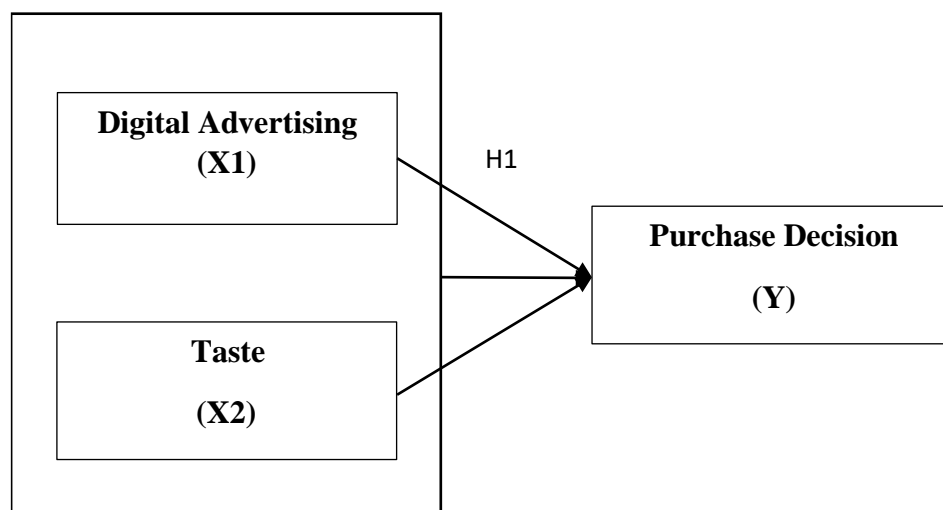
**H2: The effect of Taste on Purchase Decisions**

#### 2.1.3 Purchase Decision

Kotler and Amstrong (2018: 158), if the purchase decision refers to the final purchase attitude of the customer, it is good for individuals or households who buy goods and services for individual consumption. The consumer will determine his purchase decision after the customer has some information from the previous consumer about the product after assuming some opinion about the brand or product to be purchased.

**H3: The effect of Digital Advertising and Taste on Purchase Decision**

Based on the framework and description above, the hypothesis in this study is as follows:



**Figure 1.** Reserach Framework

### 2.2 Research Method

The approach used by the researcher in this study is quantitative. Quantitative research according to (Sekaran & Roger, 2017) is a scientific method whose data is in the form of numbers that can be processed and analyzed through statistical calculations. The research technique used by the researcher in this study is a research instrument, quantitative data analysis with the aim of determining the influence of taste, price and service quality on consumer satisfaction. In this study, there are two independent variables and one dependent variable. The population in this study is the consumer of the Medan branch of the Sushi Me restaurant. The sample is part of the population that has the number and characteristics of the population (Sugiyono, 2021). The sampling technique used in this study uses purposive sampling. The purposive sampling technique is a technique in determining samples that have certain considerations. The purposive sampling technique selects samples according to exclusive aspects, namely certain people who are suitable to be the source of the data according to

the sampling criteria studied (Sugiyono, 2021), so the researcher takes the respondent's criteria, namely having made a purchase at least 2 times at the Sushi Me restaurant Medan branch within a period of 3 months. Due to the size of the population that is not known for sure, the sample size is determined using the formula (Hair et al., 2020) if the number of research samples is unknown from the exact number of population and suggests a sample size of at least 5 to 10 times the indicator variable, so the number of indicators in this study is obtained by 20 times 5 ( $19 \times 5 = 95$ ). Using calculations based on the Hair formula, the number of samples accepted for this study is 95 consumers. In the process of collecting data, the researcher used a questionnaire method.

### 3. RESULT AND DISCUSSION

#### 3.1 Validity and Reliability Test

The criterion for the interpretation of the validity of the instrument is whether the  $r$  table counts  $> r$  table is valid. Table  $r$  is obtained from the value of the product moment value of the degree of freedom ( $df = N-2$ ,  $N$  is the number of respondents and the meaning (error) is used 5%, and the initial number of respondents for the validity test is 70 people, then the value of the  $r$  table is 0.232.

Indicator components in the Digital Advertising variable have valid information. This is because the correlation value of the person is positive and where each  $r$  calculates  $> r$  table (0.232) or  $p$  value  $< 0.05$  means that this validity test can be trusted for its truth and the indicator construct in this study is correct in measuring Digital Advertising. Indicator components in the Taste variable have valid information. This is because the correlation value of the person is positive and where each  $r$  calculates  $> r$  table (0.232) or  $p$  value  $< 0.05$  means that this validity test can be trusted to be true. Indicator components in the Purchase Decision variable have valid information. This is because the person correlation value is positive and where each  $r$  calculates  $> r$  table (0.232) or  $p$  value  $< 0.05$  means that the validity test on this Purchase Decision variable can be trusted to be true.

The reliability test is a tool to measure a questionnaire which is an indicator of a variable, a questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable. But on the other hand, if someone's answer is inconsistent or unstable, then it is not reliable. Reality measurement can be done in two ways, namely repeated measure or remeasurement and one shot or one-shot measurement.

**Table 1.** Data Reliability Test Results

Variable	Alpha Cronbach value (calculate)	Alpha Cronbach values (table)	Information
Digital Advertising	0,736	0,60	Reliable
Rasa Appointment	0,728	0,60	Reliable
Purchase Decision	0,726	0,60	Reliable

#### 3.2 Results of the Classic Assumption Test

##### 3.2.1 Results of the Normality Test

The result of table 5 of the K-S test value is 0.117 with a significance of 0.200 because the K-S significance value is  $0.200 > 0.05$  or  $H_a$  is rejected and  $H_o$  is accepted, it can be concluded that the data is distributed normally.

**Table 2.** Results of the normality test with Kolmogorov-Smirnov  
**One-Sample Kolmogorov-Smirnov Test**

	Unstandardized Residual
N	100
Mean	.0000000
Std. Deviation	2.09304780
Absolute	.117
Positive	.117
Negative	-.111
Test Statistic	.117
Asymp. Sig. (2-tailed)	.200c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the normality test using Kolmogorov Smirov, it can be seen that the significance value obtained is 0.200 and greater when compared to the significance level of 0.05 so that it can be concluded that the data is normally distributed and can be continued with other classical assumption tests.

##### 3.2.2 Multicollinearity Test

**Table 3.** Multicollinearity Test Results

Collinearity Statistics	
Tolerance	BRIGHT
.797	1.255
.797	1.255

Based on Table 3, the tolerance value of the Digital Advertising variable is 0.797 and Taste is 0.797, this shows that each independent variable has a tolerance value of  $> 0.10$  and a VIF value of  $< 10$ , so there is no

multicollinearity between the Digital Advertising and Taste variables used in the regression model. In this case, it can be interpreted that each variable of this study does not have a perfect relationship or does not correlate with each other so that the influence of each variable can be separated. Therefore, it can be concluded that the variable data does not occur multicollinearity.

### 2.2.2 Heteroscedacity Test

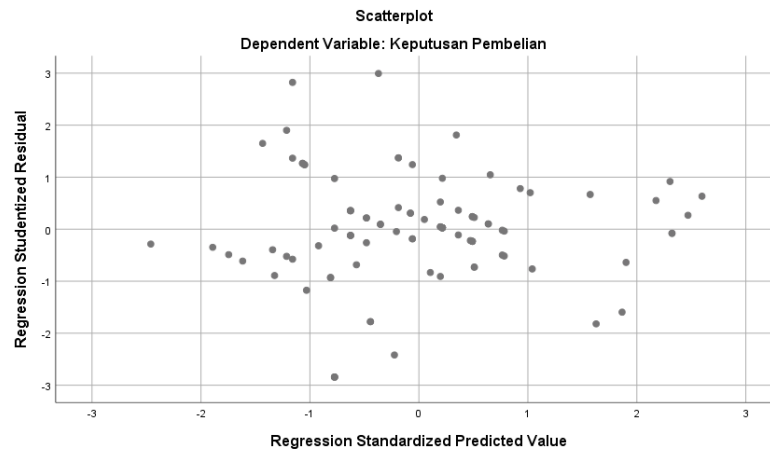


Figure 1. Heteroskedacity Test Results

Figure 1 shows that the dots on the scatterplots chart do not form a clear pattern and the dots are randomly spread evenly above and below the number 0 on the Y axis (Regression Studentized Residual). It can be concluded that there is no heteroscedasticity in the regression model so that the regression model is suitable for use.

### 3.3 Coefficient of Determination

Table 4. Determination Coefficient Test Results

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.691a	.478	.467	2.11452	2.018

a. Predictors: (Constant), Cita Rasa, Digital Advertising

b. Dependent Variable: Purchase Decision

Based on Table 4. above the magnitude of the determination coefficient that can be known in R square is 0.478 or 47%. This shows that the percentage of contribution of independent variables, namely Digital Advertising and Taste to Purchase Decisions, is 47%, or the variation of the free variables used in the model is able to explain 47% of the variation of bound variables and the remaining 53% is influenced by other variables that are not included in this research model.

### 3.4 Hypothesis Testing

#### 3.4.1 F-Test

Table 5. Test Result F ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	397.286	2	198.643	44.427	.000b
Residual	433.704	97	4.471		
Total	830.990	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Cita Rasa, Digital Advertising

From the results of the Output of ANOVA Table 5.10, the F value is calculated 44.427 Using a confidence level of 95%,  $\alpha = 5\%$ , the value of df 1 is obtained the number of variables-1 or 3-1=2. While the value of df 2 is obtained from n-k-1, where n is the sum of data and k is the number of independent variables, then the result is 95-2-1=92. So that the F value of table 3,090 was obtained. Based on the results of the F table, the F value is calculated as 44,427 > the F value of the table 3,090 or by looking at the significance of 0.000, far below the probability value of 0.05, then statistically on the tested sample, very strong evidence is obtained that the independent variables (Digital Advertising and Taste) together (simultaneously) have an influence on the Purchase Decision.

### 3.4.2 t-Test

**Table 6.** T-test Result

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.502	2.329			1.074	.285
Digital Advertising	.094	.086	.282		3.430	.001
Rasa Appointment	.051	.088	.517		6.292	.000

Based on the data of Table 6. It can be explained as follows:

1. The value of the t calculation is greater than the value of t in the table, which is 3,430 > 1,661 ( $\alpha = 5\%$ ,  $df = 92$ ) of the significance value of 0.194 < 0.05, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive influence of Digital Advertising (X1) on Purchase Decisions (Y).
2. The value of t calculation is smaller than the value of t in the table, which is 6.292 > 1.661 ( $\alpha = 5\%$ ,  $df = 92$ ) of the significance value of 0.151 < 0.05, so it can be concluded that H2 or the second hypothesis is rejected which means that there is no influence of Taste (X2) on Purchase Decision (Y).

### 3.5 Multiple Linear Analysis Test

Based on Table 5. It can be seen that the regression equation formed is:

$$Y = 2.502 + 0,194 X1 + 0,151 X2 + e$$

Information:

Y = Purchase Decision

X1 = Digital Advertising

X2 = Taste

From the equation, it can be explained that:

- a. A constant of 2,502 means that if Digital Advertising (X1) and Taste (X2) have a value of 0, then the Purchase Decision has a value of 2,502. A positive value constant means that the Purchase Decision will increase.
- b. The regression coefficient of the Digital Advertising variable gives a value of 0.094 which means that if the Digital Advertising variable has an increase of 1% assuming other variables remain the same, then consumer buying interest in Sushi Me will increase by 0.198. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.
- c. The regression coefficient of the Taste variable gives a value of 0.151 which means that if the Taste variable has an increase of 1% assuming other variables remain fixed, then the consumer's Purchase Decision at Sushi Me will increase by 0.151. A positive sign means that it shows a unidirectional influence between independent variables and dependent variables.

## 4. CONCLUSION

This study aims to test the Influence of Digital Advertising and Taste on Purchase Decisions. Based on the results of the research that has been carried out. The following are the conclusions of the research, including: There is a positive influence on the Digital Advertising variable on Purchase Decisions at Sushi Me. or the second hypothesis is rejected and H0 is accepted, which has a positive influence of Taste (X2) on Purchase Decision (Y). This shows that the percentage of contribution of independent variables, namely Digital Advertising and Taste to Purchase Decisions, is 47%, or the variation of the free variable used in the model is able to explain 47% of the variation of bound variables and the remaining 53% is influenced by other variables that are not included in this research model.

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