

E-Marketing and Product Reviews on Purchasing Decisions in the Culinary Creative Industry (Case Study: Chili Derivative Business)

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Abstract

The aim of this research is to determine the influence of E-Marketing and Product Reviews on Product Purchasing Decisions in Chili Derivative Businesses in Lubuk Cuik Village. The approach used in this research is a quantitative approach. The data used in this research is primary data sourced from questionnaires. The analysis techniques used are classical assumption tests (normality test, multicollinearity test and heteroscedasticity test), multiple linear regression, and hypothesis testing (F statistical test, and t statistical test, as well as the coefficient of determination (R²) test). The results of this research are based on the results of a simultaneous test (f test), it can be seen that the E-Marketing and Product Review variables have a significant effect together (simultaneously) on the Purchasing Decision variable. Based on the partial test, the E-Marketing variable has a positive and significant effect on product purchasing decisions at chili derivative businesses in Lubuk Cuik Village and the Product Review variable has a positive and significant effect on product purchasing decisions at chili derivative businesses in Lubuk Cuik Village.

Keywords: E-Marketing, Product Reviews and Purchase Decisions

INTRODUCTION

The development of the creative industry in Indonesia is also very prominent and received special attention from the government in the Joko Widodo regime era through the formation of the Creative Economy Agency (BEKRAF) which is a government institution at ministerial level (Syera et al., 2018). With the development and utilization of creative industries in Indonesia, it is possible that the government has hopes for the Indonesian economy to continue to rise and achieve excellence so that it can compete in the global economy (Dwi et al., 2024). Of course, this will be able to increase Indonesia's economic growth in the future. Economic growth is a very important indicator in assessing the performance of an economy, especially in analyzing economic development that has been carried out in a country or region (Syera & Ningsih, 2024).

One type of creative industry that is in great demand is the culinary subsector which continues to receive a touch of innovation and creativity. In 2015 culinary was one of the subsectors with the highest contribution to GDP, namely 41.69% ((Bekraf) & (BPS), 2017). This, of course, will have a direct impact on regional and national economic growth in general. The existence of regional autonomy requires each region to always strive to develop its economic potential. The culinary creative industry is an industry that has the potential to be developed in Lubuk Cuik Village, Limapuluh Pesisir District, Batu Bara Regency, North Sumatra Province considering its natural potential which supports good chili production. If culinary is categorized as an industry that continues to exist. Plus, nowadays culinary has become a lifestyle and leisure. This phenomenon makes culinary a subsector that is growing more rapidly over time.

One of the creative culinary industries in Lubuk Cuik Village is the Chili Derivative Business. The types of products produced are chili sauce, chili powder, peanut butter, shredded ebi and pinion cake. The chili derivative business experiences significant changes in product sales every month. This is influenced

by purchasing decisions made by consumers. After further investigation, the cause of this problem was due to e-marketing strategies and product reviews. The e-marketing strategy implemented is still less innovative, even though it has utilized digital platforms to promote products, the approach used is still too general and unable to differentiate itself from competitors. The content presented is less interesting and not enough to effectively attract consumer attention.

Product reviews received by chili derivative businesses in Lubuk Cuik Village are often negative, which in turn influences potential consumers' purchasing decisions. Criticisms that appear in these reviews are usually related to aspects of product quality, such as taste, texture and packaging. These negative reviews not only damage the product's reputation, but also reduce consumer confidence in the business. This shows that customer feedback management needs to be improved, by responding to criticism constructively and taking steps to improve the criticized aspects.

Due to this phenomenon, this research was conducted as support for business people in terms of e-marketing and product reviews to look more critically at the problems faced by consumers. Apart from that, this research was also created as input for business people to be able to consider strategic steps from a marketing management perspective. The hope is to better understand how consumers make decisions when buying a product.

Literature Review

Purchasing Decisions

A purchasing decision is a consumer's plan or action to buy a product or service from several available options (Wijaya, 2023). Purchasing decisions are part of consumer behavior, the study of how individuals, groups or organizations may select, purchase and use and how a good, service, idea or experience meets consumer needs, wants and desires. Consumer behavior will play a role in the decision making process (Sari Umita et al., 2023). That means purchasing decisions are part of customer behavior, the study of how groups, organizations, individuals select, purchase, use, and subsequently experience how ideas, goods, services, or experiences satisfy their needs and desires (Khotimah et al., 2024).

The purchasing decision process begins with the emergence of a need or demand for a product. Then, consumers also look for information via the internet, social media and advertising. With this information, consumers evaluate product alternatives and generate brand preferences. At this stage, consumers choose products, considering when and how much to spend. Next, the decision process to purchase a product is carried out in accordance with predetermined considerations (Clarinta & Hidayat, 2024).

Indicators that influence purchasing decisions include (Hanafi, 2024):

1. Product choice
2. Choice of distribution channels
3. Time of purchase
4. Purchase amount

E-Marketing

Basically, e-marketing is the newest concept in modern business activities that involves the use of information technology. That way, this business accelerates marketing effectiveness and efficiency that previously did not exist in traditional marketing. Customers can obtain product information quickly and efficiently so that they can provide satisfaction by creating and maintaining good relationships with customers (Irawan, 2020). e-marketing is electronic marketing that utilizes developments in information technology as a tool to market a product in the form of goods, services, information or ideas through internet technology communication and other communication tools (Baidowi, 2021).

E-marketing relies on technology to carry out its activities and marketing practices by providing business partners with access to information when using interactive technology. The Internet is recognized as a key business resource and is increasingly being used and integrated into companies' marketing activities (Nurhayati, 2020). With e-marketing consumers can obtain information about products, carry out

buying and selling transactions with sellers and promote products that have been consumed by consumers and even promote sellers or companies whose products have been purchased by consumers (Sasono & Rahayu, 2022).

Indicators that influence e-marketing include (Putra & Kuswanto, 2022):

1. Searchable
2. Efficiency
3. Compability
4. Updates

Product Reviews

Product reviews are defined as a simple and easy way to find product information, reviews from experts and also recommendations from online consumers regarding a product on an online buying and selling site or application. Information from product reviews is information that cannot be controlled directly by the seller or marketer because product reviews are a form of feedback given by consumers directly through the facilities in an online shop (Purwanto & Nuvriasari, 2023).

Product reviews made by other consumers help potential buyers get information about the product from the experiences of other buyers. Because consumers relatively trust product reviews made by consumers who have used the product. Consumers who will use the product can be sure of whatever they want to know about the product with product reviews on social media that quickly influence consumers (Sinaga & Hutapea, 2022).

There are four product evaluation indicators including (Adhitya, 2021):

1. Awareness.
2. Frequency
3. Comparison
4. Effect

RESEARCH METHOD

The approach in this research is a quantitative approach, because measuring data uses a numerical scale. In this research there are 3 research variables, namely: The attachment variable (Y) is the Purchase Decision; Independent variable X1 is E-Marketing and independent variable X2 is Product Reviews. The data used in this research is primary data sourced from questionnaires. The population in this research are all consumers who have shopped at Chili Derivative Businesses. The type of probability sampling used in this research is Simple Random Sampling, which is said to be simple because the sampling of sample members from the population is carried out randomly without paying attention to the strata in the population. The number of samples used in this research was 60 consumers who shopped at Chili Derivative Businesses. The analysis techniques used are classical assumption tests (normality test, multicollinearity test and heteroscedasticity test), multiple linear regression, and hypothesis testing (F statistical test, and t statistical test, as well as the coefficient of determination (R²) test).

RESULTS AND DISCUSSION

The research results obtained using SPSS are:

Classic Assumption Test

The classic assumption test consists of several tests, namely:

Normality Test

The normality test serves to determine whether the research data is normally distributed or not.

The method used to test normality is the One-Sample Kolmogorov-Smirnov Test method. The output results are:

Table 1. The Result of Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		60
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4.17338637
Most Extreme Differences	Absolute	.099
	Positive	.099
	Negative	-.060
Kolmogorov-Smirnov Z		.763
Asymp. Sig. (2-tailed)		.605

a. Test distribution is Normal.

b. Calculated from data.

Based on the output of table 1, it is known that the value of asymp. sig (2-tailed) is $0.605 > 0.05$, according to the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model have been met.

Multicollinearity test

The multicollinearity test functions to find out whether multicollinearity symptoms occur in the regression equation, if there is, it means that there is a correlation among the independent variables. The output results are:

Table 2. The Result of Multicollinearity Test
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	E-Marketing	.699	1.430
	Product Reviews	.699	1.430

a. Dependent Variable: Purchase Decisions

The basis for making decisions for the multicollinearity test is a tolerance value of more than 0.1 and a VIF value of less than 10. Based on the output of table 2, it is known that

- E-Marketing variable has a tolerance value of $0.699 > 0.1$ and VIF of $1.430 < 10$, so it can be concluded that the data does not show symptoms of multicollinearity.
- Product Reviews variable has a tolerance value of $0.699 > 0.1$ and VIF of $1.430 < 10$, so it can be concluded that the data does not show symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test serves to test whether in the regression model there is an inequality of variance from one residual observation to another. Heteroscedasticity test can be done with the Glejser test. The output result are:

Table 3. The Result of Heteroscedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.220	1.128		5.514	.000
1 E-Marketing	-.027	.036	-.111	-.751	.456
Product Reviews	-.070	.035	-.294	-1.993	.051

a. Dependent Variable: Abs_Res

Based on the output of table 3, it is known that the significance value of E-Marketing variable is $0.456 > 0.05$ and the significance value of Product Reviews variable is $0.051 > 0.05$. So that it can be seen that the significance value of the independent variable is more than 0.05, it can be concluded that the data does not show symptoms of heteroscedasticity.

Multiple Linear Regression Test

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variables have on the dependent variable. The output result are:

Table 4. The Result of Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	22.432	1.821		12.320	.000
1 E-Marketing	.293	.058	.463	5.031	.000
Product Reviews	.283	.056	.461	5.011	.000

a. Dependent Variable: Purchase Decisions

The multiple linear regression equations obtained in this study are: $Y = 22.432 + 0.293X_1 + 0.283X_2$. The analysis are:

- E-Marketing variable has a positive regression coefficient of 0.293 which means that if E-Marketing increases by 1 percent, Purchase Decisions will increases by 0.293 percent, and vice versa.
- Product Reviews variable has a positive regression coefficient of 0.283 which means that if Product Reviews increases by 1 percent, Purchase Decisions will increases by 0.283 percent, and vice versa.

Hypothesis Test

The hypothesis test consists of several tests, namely:

Simultaneous Test (F Test)

Simultaneous test (F test) serves to determine whether or not there is influence of the independent variable on the dependent variable simultaneously (together). The output results are:

Table 5. The Result of Simultaneous Test ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	2013.121	2	1006.561	55.832	.000 ^b
	Residual	1027.612	57	18.028		
	Total	3040.733	59			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Product Reviews, E-Marketing

Based on the output of table 5, it is known that the F_{count} value is 55.832 and the F_{table} value is 3.16, then $F_{count} > F_{table}$ ($55.832 > 3.16$). The significant value is $0.000 < 0.05$, so E-Marketing and Product Reviews variables are significant together (simultaneously) on Purchase Decisions variable.

Partial test (t test)

Partial test (t test) aims to determine whether or not there is influence of the independent variable on the dependent variable partially. The output results from the partial test (T test) are:

Table 6. The Result of Partial Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	22.432	1.821		12.320	.000
E-Marketing	.293	.058	.463	5.031	.000
Product Reviews	.283	.056	.461	5.011	.000

a. Dependent Variable: Purchase Decisions

Based on the output of table 6, it is known that:

1. The t_{count} value for E-Marketing is 5.031 and the t_{table} value is 1.67203, meaning $t_{count} > t_{table}$, namely $5.031 > 1.67252$. E-Marketing significance value $0.000 < 0.05$. This means that the E-Marketing variable partially has a positive and significant effect on purchasing decisions.
2. The t_{count} value for Product Review is 5.011 and the t_{table} value is 1.67203, meaning $t_{count} > t_{table}$, namely $5.011 > 1.67252$. Product Review significance value $0.000 < 0.05$. This means that the Product Review variable partially has a positive and significant effect on Purchasing Decisions.

Coefficient of Determination Test

The coefficient of determination test (R^2) aims to determine what percentage of the independent variables simultaneously influence the dependent variable. The output results are:

Table 7. The Result of Coefficient of Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814 ^a	.662	.650	4.246

a. Predictors: (Constant), Product Reviews, E-Marketing

Based on the output of table 7, it is known that the R Square (Summery Model) in the regression output results is 0.662 (66.2%). Thus, it can be explained that E-Marketeing and Product Reviews variables have a joint effect of 66.2% on Purchase Decisions variable.

The Effect of E-Marketing on Purchasing Decisions in the Culinary Creative Industry Chili Derivative Business

Based on the results of calculations and data analysis carried out by researchers, it shows that e-marketing has a positive and significant influence on purchasing decisions. This is proven by the value of $t_{\text{count}} > t_{\text{table}}$, namely $5.031 > 1.67252$ and a significance value of $0.000 < 0.05$. This means that the e-Marketing variable has a partial positive and significant influence on purchasing decisions. This shows that e-marketing can help customers make purchasing decisions at Chili Derivative Businesses.

The results of this research are in line with research conducted by (Afrida & Sutrisna, 2023) with the title "The Influence of E-Marketing Application, Service Quality, and Hotel Location on Purchasing Decisions at the Unigraha Pangkalan Kerinci Hotel". The result is that it can be partially seen that the e-marketing variable has a significant influence on purchasing decisions. Where the better the implementation of e-marketing, the more purchasing decisions at the Unigraha Pangkalan Kerinci Hotel will increase.

The Effect of Product Reviews on Purchasing Decisions in the Culinary Creative Industry Chili Derivative Business

Based on the results of calculations and data analysis carried out by researchers, it shows that product reviews have a positive and significant influence on purchasing decisions. This is proven by the value of $t_{\text{count}} > t_{\text{table}}$, namely $5.011 > 1.67252$ and a significance value of $0.000 < 0.05$. This means that the product review variable partially has a positive and significant influence on purchasing decisions. This shows that product reviews can help customers make purchasing decisions at Chili Derivative Businesses.

The results of this research are in line with research conducted by (Aziiz & Zaini, 2024) with the title "The Influence of Online Customer Reviews and Online Customer Ratings on Purchase Decisions for Erigo Products on the Shopee Marketplace". The results of partial hypothesis testing produce that online customer reviews have a positive and significant influence on purchasing decisions. Where the better the reviews given by customers, the decision to purchase Erigo products on the Shopee Marketplace will increase.

CONCLUSION

The conclusion of this research is that based on the results of a simultaneous test (f test), it can be seen that e-marketing and product reviews have a significant effect together (simultaneously) on the decision variable to purchase products from the Chili Derivative Business in Lubuk Cuik Village. Based on the partial test (t test) it can be seen that the e-marketing variable has a positive and significant effect on the decision to purchase products from the Chili Derivative Business in Lubuk Cuik Village and the product review variable has a positive and significant effect on the decision to purchase products from the Chili Derivative Business in Lubuk Cuik Village.

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