

THE INFLUENCE OF DIGITAL MARKETING AND BRAND IMAGE ON REPURCHASE INTENTION FOR BURGER EAT AJA FOOD PRODUCTS IN LUBUK PAKAM CITY

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ABSTRACT

This study delves into the impact of digital marketing and brand image on the purchase intention of Eat Aja burger products in Lubuk Pakam. Quantitative data from 120 Burger Eat Aja consumers were gathered through questionnaires and analyzed using descriptive and multiple linear regression techniques. The findings reveal a significant positive correlation between both digital marketing and brand image with the purchase intention of Eat Aja burger products. Interestingly, the analysis indicates that digital marketing and brand image collectively explain 23,7% of the variation in purchase intention, suggesting the presence of other unexplored factors influencing consumer behavior in this context. Consequently, this underscores the critical need for burger businesses in Lubuk Pakam to refine their digital marketing strategies and enhance their brand image to bolster consumer purchase intention. Furthermore, this research provides valuable insights into consumer behavior within the local burger market, offering guidance to practitioners on crafting more effective marketing approaches. Future research endeavors could delve deeper into the nuanced aspects of digital marketing and brand perception, as well as explore additional factors that may influence purchase intention within this specific market segment. Such investigations would enrich our understanding and contribute to the development of comprehensive marketing strategies tailored to the local consumer landscape.

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1. Introduction

The state of Ohio is historically significant as the place where the burger was invented by Frank and Charles Menches in 1895. The burger is a distinctive food originating from the United States. However, the history of the burger was influenced by an immigrant from the city of Hamburg in Germany in the late 19th century. In the 20th century, many residents from Hamburg moved to the United States.

2. Literature Review

Definition of Repurchase Intention

Repurchase intention refers to the internal drive or factors that create effective interest or attention, leading to the selection of an object or activity that is beneficial, enjoyable, and ultimately satisfying (Sugiharto & Rahardjo, 2020). According to the Indonesian Dictionary (KBBI), it is a strong inclination, passion, and desire towards something. Maunaza (2021) suggests that repurchase intention for a product or service is formed through learning and thinking processes, shaping perceptions of the product or service. Fitriah (2018) defines it as creating something memorable in the consumer's mind, turning it into a strong desire through motivation. Febriani & Dewi (2018) describe repurchase intention as something that arises spontaneously after being stimulated by a product, leading to the desire to own it.

Indicators of Repurchase Intention

According to Schiffman and Kanuk (2019), there are five indicators influencing repurchase intention:

1. Desire to seek information about the product: Reflects a person's behavior in seeking information about the product they are interested in and supporting its positive attributes.
2. Consideration to purchase: Reflects a person's desire to consider costs and time, developing a desire to purchase after understanding the product's advantages.
3. Desire to try: Reflects a person's interest in trying and learning about the product, leading to the desire to purchase it.

Definition of Digital Marketing

Digital marketing is a strategic activity aimed at enhancing brand recognition and sales by utilizing electronic media, websites, and social media networks to deliver sales messages to customers in a two-way communication manner. It is easier, more individualized, and important to be understood by customers (Widiyanto & Hayaty, 2019). Digital marketing or online marketing has become an essential practice for business operators in today's era, especially for SMEs in the food product sector. The goal is to achieve broad marketing reach across various age groups and regions, as well as to maximize sales outcomes by leveraging digital marketing (Sugiharto & Rahardjo, 2020).

Indicators of Digital Marketing

According to Sugiharto & Rahardjo (2020), there are four (4) indicators of digital marketing, as follows:

1. Transaction/Cost

Transaction/Cost is a form of marketing strategy that is efficient for food business operators, as it saves costs and time in promoting food product sales.

2. Incentive Program

Creating attractive and premium programs from each promotional product sales post. This is done with the aim of receiving positive responses from customers.

3. Site Design

Site Design refers to the unique and attractive design of posts on digital marketing media, with the expectation of attracting many visitors to view the posts and be interested in purchasing the products promoted on digital marketing media.

4. Interactive

Interactive refers to the two-way interaction between the seller and the consumer, ensuring that the information received is clear and well-understood.

Definition of Brand Image

In the current era, having excellent products and services is not enough; it must be accompanied by the reputation of the brand image itself to differentiate a product from its competitors (Maunaza, 2021).

According to Zhang (2019), brand image is a brand concept that explains to consumers the perception and presence of a brand based on customer interactions and experiences with the brand. According to Devita and Agustini (2019), brand image is the trust that users place in a specific brand, with consumers choosing products based on the brand they trust when making a purchase.

Indicators of Brand Image

This research requires accurate and clear indicators. The purpose is to identify the potential discrepancies between the explanations provided in this research proposal and the actualization for determining good indicators. The indicators in the research must be simple, understandable, and measurable. According to Keller (2019), there are three indicators of brand image:

1. Favorability of Brand Association

- a. Convincing: able to generate confidence in the product offered to consumers.
- b. Need and Want: able to provide what society seeks and needs.

2. Strength of Brand Association

- a. Personal Relevance: the product sold is relevant to the brand.
- b. Consistency: the message delivered to the public through marketing media is always consistent.

3. Uniqueness of Brand Association

- a. Different from other brands: has advantages and differences from competing products.
- b. Being a Pioneer: creating products that have never existed before.

Curiosity about the product: Reflects a consumer's interest in the product before using it, leading to attraction towards it.

1. Desire to own the product: Reflects a consumer's interest in a product or service, leading to a willingness to purchase it.

Indicators of Brand Image

3. Method, Data, and Analysis

The Population

The population in this study comprises all consumers who have ever purchased food products from Burger Eat aja in Lubuk Pakam City. This type of population uses an infinite population model because the exact number of consumers who have ever purchased food products from Burger Eat aja in Lubuk Pakam City is unknown.

Type of Research

The research approach applied in this study is an associative research approach. According to Sujarweni (2019), associative research is a type of research aimed at identifying the influence or relationship between two or more variables.

Data Analysis Methods

Descriptive Statistical Test

One of the analytical techniques applied is descriptive statistics, which provides an overview or description of the data, including the mean, highest, and lowest values, as well as standard deviation (Widiyanto & Hayaty, 2019). In this study, descriptive statistical analysis describes the data in the form of tables, percentages, and frequencies with the values displayed as follows:

1. Mean (X) or average value.
2. Mode (Mo) or the value with the highest frequency.
3. Median (Me) or the middle value that separates the top 50% of frequencies from the bottom 50%.
4. Standard deviation or the square root of the variance.
5. Maximum value or the highest value in the data.
6. Minimum value or the lowest value in the data.

The tendency of responses given by respondents to the statement items is described by looking at the mean value, using the calculation formula.

Using this formula, the results of the mean interval scale values can be grouped into each category as shown in Table 3.4 below:

Mean Interval Scale

No	Mean interval Scale Value	Category
1.	1,00 – 1,80	Strongly Disagree
2.	1,81 – 2.60	Don't Agree
3.	2,61 – 3,40	Disagree
4.	3,41 – 4,20	Agree
5.	4,21 – 5,00	Strongly Agree

Source: Data by researcher (2024)

4. Result and Discussion

The Influence of Digital Marketing on Repurchase Intention

The t-test results indicate that the coefficient for the digital marketing variable (X1) is 0.221, with a significance level of 0.012, which is less than 0.05. Therefore, it can be concluded that the relationship between digital marketing (X1) and repurchase intention (Y) is positive and significant. This demonstrates that an increase in digital marketing efforts positively impacts repurchase intention.

Among the ten statements related to the digital marketing variable, the statement with the highest mean score is the fourth one: "Digital marketing provides reliable information about Burger Eat Aja products," with a mean score of 4.73. This indicates that consumers highly trust the information provided by Burger Eat Aja through digital media, such as social media, enhancing their confidence to purchase the products.

The statement with the lowest mean score is the fifth one: "Digital marketing makes it easy for consumers to find information about Burger Eat Aja products," with a mean score of 4.28. This suggests that consumers still find it somewhat challenging to obtain information about Burger Eat Aja products through digital media, possibly due to a lack of updates, variety, or creativity in the posted content.

Overall, it can be concluded that digital marketing positively influences the repurchase intention of Burger Eat Aja consumers by providing ease, speed, and trust in transactions. However, there is still room for improving the quality and quantity of digital marketing to attract more potential consumers.

5. Conclusion and Suggestion

Conclusion

Based on the research results and discussions, the following conclusions can be drawn:

Digital marketing has a positive impact on the repurchase intention of Burger Eat Aja food products. This indicates that the better the digital marketing strategies implemented by Burger Eat Aja, the higher the consumer repurchase intention. Digital marketing can enhance consumer awareness, trust, and loyalty towards the Burger Eat Aja brand through social media, websites, and online applications. Brand image has a positive impact on the repurchase intention of Burger Eat Aja food products. This suggests that the better the brand image of Burger Eat Aja, the higher the consumer intention to repurchase its products. Brand image can reflect the quality, uniqueness, and consumer satisfaction with Burger Eat Aja products, which have distinctive characteristics.

Digital marketing and brand image together have a positive impact on the repurchase intention of Burger Eat Aja food products. This indicates that both independent variables have a significant and mutually reinforcing effect on consumer repurchase intention. Digital marketing and brand image can serve as differentiating and competitive factors for Burger Eat Aja in facing increasingly intense market competition.

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