



The Influence of Digital Marketing and Product Quality on Consumer Purchase Interest in the Shopee Marketplace in Biringkanaya District

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ABSTRACT

The purpose of this research is to find out the Effect of Digital Marketing and Product Quality on Consumer Buying Interest on Shopee Marketplace. Located on Jl. Sutami Engineer, Biringkanaya District, Untia Village. As many as 50 people. Sample data collection technique using saturated sample technique. The type of data used in this study is quantitative data obtained from the shared questionnaire and related to the problem being studied. Data collection techniques are carried out with questionnaires (sores), observation and documentation. In this study, the data sources used in data collection include primary data and secondary data. The research instrument used in this research uses the Likert scale method and research data using statistical calculations though the Statistics for the social Science (SPSS) application version 25. Based on research results, it is shown that the digital marketing variable does not have a positive and significant effect on customer purchasing interest as evidenced by the results of the calculated t test = $0.620 > t$ table 2.012 and the significant value of $0.538 < 0.05$. The product quality chart has a positive and significant effect on customer purchasing interest as evidenced by the results of the calculated t test = $0.00 < t$ table 3.801 and a significant value of $0.00 > 0.05$ so that it can be concluded that H1 is accepted H2.

1. Introduction

The rapid development of internet technology has significantly transformed business activities and consumer lifestyles worldwide. The internet is no longer only a communication medium but has evolved into a strategic platform that facilitates commercial transactions efficiently and effectively. This technological advancement has encouraged the emergence of electronic commerce (e-commerce), enabling consumers to conduct purchasing activities without geographical and time limitations. According to Straus and Frost (2014), the modern internet has had a substantial impact on society and business activities, encouraging companies to seek opportunities to improve marketing performance and increase sales through digital platforms. In line with this development, digital marketing has become one of the most widely adopted marketing strategies because it

allows companies to interact directly with consumers through various online channels.

Digital marketing refers to marketing activities that utilize internet technology and digital media to achieve marketing objectives. According to Sanjaya and Tarigan (2009), digital marketing is a form of marketing that uses digital media and branding to reach consumers more effectively. Similarly, Kotler and Keller (2012) define digital marketing as a communication process that enables consumers and companies to exchange information, including text, images, audio, and video, through digital platforms. Chaffey and Chadwick (2016) further explain that digital marketing represents the application of internet-based technology integrated with traditional communication methods to achieve organizational marketing goals. Through websites, social media, blogs, and online advertisements, companies can improve customer engagement,

increase product awareness, and expand market reach efficiently.

The increasing use of digital marketing has also contributed to the rapid growth of online marketplaces. A marketplace is a web-based platform that facilitates online buying and selling transactions between sellers and consumers. According to Opiida (2014), marketplaces enable consumers to compare products and prices more easily while helping producers connect with broader markets. One of the most popular online marketplaces today is Shopee, which has become widely used because it offers convenience, product variety, attractive promotions, and practical transaction systems. The popularity of Shopee reflects the changing consumer behavior patterns toward digital shopping activities, particularly among communities that increasingly rely on online platforms for their daily needs.

Besides digital marketing, product quality is another important factor influencing consumer purchase intention in online marketplaces. Product quality reflects the ability of a product to perform its functions and satisfy consumer needs and expectations. According to Arinawati (2021), product quality refers to the totality of features and characteristics of a product or service that determine its capability to satisfy customer needs. Similarly, Gunawan (2022) explains that product quality represents the ability of a product to meet customer expectations through durability, reliability, convenience, and other valuable attributes. In online shopping environments, product quality becomes highly important because consumers cannot physically inspect products before purchasing. Therefore, consumers tend to evaluate products based on available information, ratings, reviews, and previous experiences. High product quality can increase consumer trust and satisfaction, which ultimately encourages stronger purchase intention.

Consumer purchase interest itself refers to consumers' willingness or tendency to purchase a product after considering various alternatives. Kotler and Keller (2016) define purchase intention as a consumer behavior that emerges as a response to an object, indicating the consumer's desire to make a purchase. Durianto and Liana (2004) also explain that purchase intention relates to consumers' plans to buy a specific product within a

certain period. In the context of online marketplaces, purchase intention is influenced by various factors, including promotional activities, product quality, trust, convenience, and consumer perceptions regarding the products offered.

At the local level, the people of Biringkanaya District in Makassar City have increasingly utilized Shopee as an online marketplace for shopping activities. Information obtained from the community indicates that Shopee is widely used by young people and housewives because it provides convenience in accessing products through digital platforms. The increasing public interest in online shopping activities demonstrates the important role of digital marketing and product quality in influencing consumer purchasing behavior. Consumers in Biringkanaya District not only consider promotional strategies but also pay close attention to the quality of products offered through the marketplace platform.

Although numerous previous studies have discussed digital marketing and product quality in relation to consumer purchase intention, inconsistencies remain in the research findings. Several studies found that digital marketing significantly influences consumer purchase intention because digital promotion improves communication effectiveness and consumer engagement. However, other studies revealed that digital marketing does not always significantly affect purchase intention because consumers may only use digital platforms to obtain product information without necessarily making purchases. Likewise, while product quality is generally considered a determinant of purchase intention, the strength of its influence may vary depending on consumer perceptions and contextual factors. Furthermore, previous studies have predominantly focused on broader urban populations, while limited research specifically investigates the simultaneous influence of digital marketing and product quality on consumer purchase intention among local communities such as those in Biringkanaya District.

Based on these conditions, the research problem in this study can be formulated as follows: (1) Does digital marketing significantly influence consumer purchase intention in the Shopee marketplace in Biringkanaya District? and (2) Does product quality significantly influence consumer purchase intention in the Shopee marketplace in

Biringkanaya District? These problems arise from the need to understand the extent to which digital marketing and product quality contribute to shaping consumer purchase intention in online shopping environments.

Accordingly, the objective of this study is to analyze the influence of digital marketing and product quality on consumer purchase intention in the Shopee marketplace in Biringkanaya District. Specifically, this research aims to examine the partial influence of digital marketing on consumer purchase intention and to determine the influence of product quality on consumer purchase intention among Shopee users.

Theoretically, this study contributes to the development of marketing management and consumer behavior literature, particularly concerning digital marketing, product quality, and consumer purchase intention within e-commerce contexts. This study also provides empirical evidence regarding the effectiveness of digital marketing strategies and the importance of product quality in influencing purchasing behavior at the local community level. Practically, the findings are expected to provide valuable insights for business practitioners, online sellers, and marketplace managers in designing effective marketing strategies and improving product quality to enhance consumer purchase intention. The novelty of this study lies in its focus on the simultaneous examination of digital marketing and product quality on consumer purchase intention specifically among Shopee users in Biringkanaya District, which remains relatively underexplored in previous studies.

2. Literature Review

2.1 Conceptual and Theoretical Foundations

2.1.1 Marketing Management Theory

Marketing management is an important organizational activity that focuses on planning, implementing, and controlling marketing strategies to achieve company objectives effectively and efficiently. According to Kotler and Keller (2016), marketing management is the art and science of selecting target markets and building profitable relationships with customers through creating and delivering superior customer value. Marketing management plays a strategic role in understanding consumer needs, identifying market opportunities,

and developing marketing programs capable of influencing consumer purchasing behavior.

In the digital business era, marketing management has evolved significantly due to technological advancement and internet penetration. Companies increasingly rely on digital platforms to conduct marketing activities because digital systems provide broader market access, lower operational costs, and more effective communication with consumers. The marketing management concept emphasizes that organizational success depends on the company's ability to satisfy customer needs more effectively than competitors. Therefore, companies must continuously adapt their marketing strategies to technological changes and consumer preferences.

2.1.2 Digital Marketing Theory

Digital marketing refers to marketing activities conducted through internet-based technologies and digital media platforms to promote products and services. According to Chaffey and Chadwick (2016), digital marketing is the application of digital technologies integrated with traditional communication methods to achieve marketing objectives. Digital marketing enables organizations to establish interactive relationships with consumers through websites, social media, search engines, e-mail marketing, and online advertising.

Theoretically, digital marketing is closely related to relationship marketing theory, which emphasizes long-term interaction and engagement between companies and consumers. Through digital marketing, businesses can create personalized communication, improve customer experience, and increase consumer trust toward products or services. Kotler and Keller (2012) explain that digital communication allows consumers and companies to exchange information quickly and interactively, thereby influencing consumer attitudes and purchasing decisions.

Digital marketing indicators commonly include accessibility, interactivity, informativeness, entertainment, and credibility. Accessibility refers to consumers' ability to access online information conveniently, while interactivity reflects two-way communication between businesses and consumers. Entertainment and credibility are also important because attractive and trustworthy promotional

content tends to increase consumer engagement and purchase intention.

2.1.3 Product Quality Theory

Product quality is one of the fundamental determinants of consumer satisfaction and purchasing decisions. According to Arinawati (2021), product quality represents the totality of product features and characteristics that determine its capability to satisfy customer needs. Similarly, Gunawan (2022) states that product quality reflects the ability of products to meet consumer expectations through durability, reliability, convenience, and performance.

From a theoretical perspective, product quality is associated with consumer value theory, which explains that consumers evaluate products based on perceived benefits and expected utility. High-quality products provide greater perceived value, thereby increasing consumer trust and purchase intention. In online marketplaces, product quality becomes even more important because consumers cannot directly inspect products physically before purchasing. Consequently, consumers rely on product descriptions, ratings, reviews, and previous experiences to assess quality.

Indicators of product quality generally include performance, durability, reliability, features, aesthetics, and perceived quality. Products with strong performance and reliability are more likely to satisfy consumers and encourage repeat purchases. Therefore, maintaining product quality is essential for businesses operating in competitive digital marketplaces.

4.1.4 Consumer Purchase Intention Theory

Purchase intention refers to consumers' tendency or willingness to purchase products after evaluating available alternatives. According to Kotler and Keller (2016), purchase intention is a behavioral response indicating consumers' desire to buy certain products. Consumer purchase intention is influenced by internal and external factors, including product quality, marketing communication, trust, social influence, and previous experiences.

The Theory of Planned Behavior (TPB) explains that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. In the context of online

shopping, positive consumer attitudes toward digital marketing activities and perceptions of product quality may increase purchase intention. Consumers who perceive products as valuable and trustworthy are more likely to engage in purchasing behavior.

Indicators of purchase intention include transactional interest, referential interest, preferential interest, and explorative interest. Transactional interest reflects consumers' desire to purchase products directly, while explorative interest indicates consumers' tendency to seek additional information regarding products before making purchasing decisions.

2.2 Review of Empirical Studies

Several previous studies have examined the relationship between digital marketing, product quality, and consumer purchase intention in online marketplace contexts. Recent empirical evidence generally indicates that digital marketing plays an important role in influencing consumer behavior because digital platforms facilitate communication, product promotion, and customer engagement.

Research conducted by Fadhli and Pratiwi (2021) found that digital marketing positively influences consumer purchasing behavior through increased accessibility and online interaction. Digital marketing strategies such as social media promotion, influencer marketing, and online advertising were found to improve consumer awareness and encourage purchasing decisions. Similarly, studies on e-commerce platforms revealed that effective digital marketing campaigns contribute to stronger customer relationships and higher purchase intention.

However, empirical findings regarding digital marketing remain inconsistent. Some studies concluded that digital marketing does not significantly affect purchase intention because consumers often use online platforms only to search for product information without immediately making purchases. In certain cases, consumers prioritize trust and product quality over digital promotional activities. These inconsistent findings suggest that the influence of digital marketing may depend on contextual and demographic factors.

Regarding product quality, many studies consistently demonstrate its positive influence on consumer purchase intention. Research by Simamora (2011) explains that consumers are more

likely to purchase products when they perceive the products as reliable, durable, and valuable. Product quality also strengthens consumer trust and satisfaction, which subsequently encourages repeat purchases and long-term loyalty.

Several studies focusing on online marketplaces also found that product quality significantly influences purchasing decisions because consumers rely heavily on perceived product performance in online transactions. Consumers tend to avoid products with poor reviews or unclear quality information. Therefore, businesses that maintain high product quality are more likely to increase consumer purchase intention and competitive advantage.

Methodologically, most previous studies used quantitative approaches with survey methods and regression analysis techniques. Although these studies provide important insights, many of them focus on broader urban populations or national-level samples. Limited research specifically investigates local community contexts such as Biringkanaya District, where consumer characteristics and digital adoption patterns may differ from those of larger metropolitan areas.

2.3 Identification of the Research Gap

Based on the theoretical and empirical review, several research gaps can be identified. First, previous studies concerning digital marketing and purchase intention produced inconsistent findings. While some studies found significant positive relationships, others reported insignificant effects due to differences in consumer trust, digital literacy, and online shopping behavior. Therefore, further investigation is needed to clarify the influence of digital marketing in specific community contexts.

Second, although product quality has frequently been identified as a determinant of purchase intention, limited studies simultaneously examine the combined influence of digital marketing and product quality on consumer purchase intention within online marketplace environments. Most previous studies focused on one independent variable only, thereby limiting comprehensive understanding of consumer behavior.

Third, prior research predominantly concentrated on large urban populations or general e-commerce users. Limited empirical evidence

specifically examines consumers in Biringkanaya District, Makassar City, where the use of Shopee continues to increase among local communities. Differences in demographic characteristics, purchasing patterns, and technological adaptation may influence consumer responses toward digital marketing and product quality.

Therefore, this study seeks to address these gaps by simultaneously analyzing the influence of digital marketing and product quality on consumer purchase intention among Shopee users in Biringkanaya District. This research contributes to enriching empirical evidence regarding online consumer behavior in local community contexts.

2.4 Development of the Conceptual Framework

This study examines the relationship between digital marketing, product quality, and consumer purchase intention in the Shopee marketplace. Digital marketing is positioned as an independent variable measured through indicators of accessibility, interactivity, advertisement, and credibility. Product quality is also treated as an independent variable measured through performance, reliability, and product features.

Meanwhile, consumer purchase intention serves as the dependent variable measured through transactional interest, referential interest, and explorative interest. The conceptual relationship among variables suggests that effective digital marketing and high product quality may encourage stronger consumer purchase intention in online shopping activities.

2.5 Hypotheses or Research Propositions

Based on the theoretical foundations, empirical findings, and conceptual framework described above, the hypotheses of this study are formulated as follows:

H1: Digital marketing has a positive and significant influence on consumer purchase intention in the Shopee marketplace in Biringkanaya District.

H2: Product quality has a positive and significant influence on consumer purchase intention in the Shopee marketplace in Biringkanaya District.

3. Research Methods

3.1 Research Design

This study employed a quantitative research approach using a causal associative design to

examine the influence of digital marketing and product quality on consumer purchase intention in the Shopee marketplace. Quantitative research was selected because the study aims to measure relationships among variables objectively through numerical data and statistical analysis. According to Sugiyono (2016), quantitative research is based on the positivist paradigm, which emphasizes empirical observation, measurement, hypothesis testing, and causal relationships among variables.

The causal associative design was considered appropriate because this study investigates whether digital marketing and product quality significantly influence consumer purchase intention. This design enables researchers to analyze the magnitude and direction of relationships between independent variables and the dependent variable through multiple linear regression analysis. Therefore, the research design supports methodological consistency and facilitates the achievement of the research objectives.

3.2 Research Context and Setting

This research was conducted in Biringkanaya District, Makassar City, South Sulawesi, Indonesia. The study focused on consumers who actively use the Shopee marketplace for online shopping activities. The selection of Biringkanaya District as the research setting was based on the increasing use of online marketplaces among local communities, particularly among young adults and housewives who frequently utilize digital platforms for purchasing goods and services.

The research setting is considered relevant because the rapid development of digital commerce in local communities provides an important context for understanding consumer purchasing behavior. Examining consumer purchase intention in this area contributes to enriching empirical evidence regarding digital marketing and product quality within local marketplace environments, which remain relatively underexplored in previous studies.

The study was conducted over a two-month period, from November to December 2024.

3.3 Population and Sample / Research Participants

The target population of this study consisted of all people in Biringkanaya District who use the Shopee marketplace application. Since the exact

number of Shopee users in the district was unknown, this study employed a non-probability sampling approach using purposive sampling techniques.

Purposive sampling was selected because respondents were chosen based on specific criteria relevant to the research objectives. The inclusion criteria required participants to: (1) reside in Biringkanaya District, (2) actively use the Shopee marketplace application, and (3) have experience purchasing products through the platform.

The study involved 50 respondents selected from several sub-districts within Biringkanaya District. The sample size was considered sufficient for conducting multiple linear regression analysis and representing the characteristics of Shopee users in the research area.

3.4 Data Sources and Data Collection

This study utilized both primary and secondary data sources. Primary data were obtained directly from respondents through questionnaire distribution, observation, and interviews. Secondary data were collected from books, journal articles, previous studies, and other literature relevant to digital marketing, product quality, and consumer purchase intention.

The primary data collection process was conducted using structured questionnaires distributed to respondents. The questionnaire method was chosen because it enables efficient collection of quantitative data from a relatively large number of participants. Observation techniques were also employed to understand consumer behavior and online shopping activities within the research context. Additionally, documentation methods were used to support the research findings through related written records and literature sources.

The questionnaire consisted of statements related to digital marketing, product quality, and consumer purchase intention variables, which were measured using a Likert scale ranging from 1 to 5, where:

5 = Strongly Agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly Disagree

The use of the Likert scale facilitated the

measurement of respondents' perceptions and attitudes toward the research variables systematically and quantitatively.

3.7 Measurement of Variables and Research Instruments

This study involved two independent variables, namely digital marketing (X1) and product quality (X2), as well as one dependent variable, namely consumer purchase intention (Y).

3.5.1 Digital Marketing (X1)

Digital marketing was measured using indicators adapted from Yazer Nasdini (2012), including:

- a. Accessibility
- b. Interactivity
- c. Advertisement
- d. Credibility (Trust)

These indicators reflect the effectiveness of digital marketing activities in facilitating communication and engagement with consumers.

3.5.2 Product Quality (X2)

Product quality was measured using indicators adapted from Amrullah et al. (2017), including:

- a. Performance
- b. Reliability
- c. Features

These indicators evaluate consumers' perceptions regarding the quality and functionality of products offered through the Shopee marketplace.

3.5.3 Consumer Purchase Intention (Y)

Consumer purchase intention was measured using indicators adapted from Ferdinand (2014), including:

- a. Transactional interest
- b. Referential interest
- c. Explorative interest

These indicators represent consumers' willingness and tendency to purchase products through online marketplaces.

All research variables were measured using a five-point Likert scale to ensure consistency and comparability of responses.

3.6 Data Analysis Techniques

The collected data were analyzed using Statistical Package for the Social Sciences (SPSS) version 25. Several analytical techniques were employed in this study, including:

3.6 Descriptive Statistical Analysis

Descriptive statistics were used to summarize respondents' demographic characteristics and describe the distribution of responses for each research variable through mean, minimum, maximum, and standard deviation values.

3.6.1 Classical Assumption Tests

Classical assumption tests were conducted before performing regression analysis to ensure that the data met statistical requirements. These tests included:

- a. Normality test
- b. Multicollinearity test
- c. Heteroscedasticity test

3.6.2 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the influence of digital marketing and product quality on consumer purchase intention. The regression model used in this study is formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where:

Y = Consumer Purchase Intention

a = Constant

b_1, b_2 = Regression coefficients

X_1 = Digital Marketing

X_2 = Product Quality

e = Error term

3.6.3 Hypothesis Testing

Hypothesis testing was conducted using the partial t-test to determine the significance of each independent variable on the dependent variable. The coefficient of determination (R^2) was also calculated to evaluate the explanatory power of the regression model.

3.7 Validity, Reliability, and Trustworthiness

To ensure the quality and robustness of the research instruments, validity and reliability tests were conducted.

3.7.1 Validity Test

The validity test was performed using Pearson Product Moment correlation analysis by comparing the calculated correlation coefficient (r -count) with the r -table value at a significance level of 0.05. Questionnaire items were considered valid if the r -count value exceeded the r -table value.

The results indicated that all questionnaire items for digital marketing, product quality, and consumer purchase intention variables were valid because all correlation values exceeded the required threshold.

3.7.2 Reliability Test

Reliability testing was conducted using Cronbach's Alpha coefficient. A variable was considered reliable if the Cronbach's Alpha value exceeded 0.60.

The results showed that all variables achieved Cronbach's Alpha values greater than 0.60, indicating that the research instruments were reliable and internally consistent.

3.8 Ethical Considerations

This study adhered to ethical research principles throughout the research process. Respondents participated voluntarily and were informed about the objectives and purpose of the study before completing the questionnaire. Informed consent was obtained from all participants.

The confidentiality and anonymity of respondents were strictly maintained to protect personal information and ensure participant privacy. The collected data were used solely for academic purposes and were analyzed collectively without disclosing respondents' identities.

3.9 Research Procedure

The research procedure in this study was conducted through several systematic stages:

- a. Identifying research problems and determining research objectives.
- b. Reviewing relevant literature and developing the theoretical framework.
- c. Designing research instruments and preparing questionnaires.
- d. Determining the research sample and distributing questionnaires to respondents.
- e. Collecting primary and secondary data.
- f. Conducting validity and reliability testing of

research instruments.

- g. Performing descriptive statistical analysis and classical assumption tests.
- h. Conducting multiple linear regression analysis and hypothesis testing.
- i. Interpreting findings and formulating conclusions.

These stages ensured methodological transparency and supported the systematic implementation of the research process.

3.10 Methodological Limitations

This study has several methodological limitations that should be acknowledged. First, the sample size was relatively limited, involving only 50 respondents from Biringkanaya District, which may restrict the generalizability of the findings to broader populations.

Second, the study employed a cross-sectional design in which data were collected at a single point in time. Consequently, the findings only reflect consumer perceptions during the research period and may not capture changes in consumer behavior over time.

Third, this study focused only on digital marketing and product quality variables, while other factors potentially influencing consumer purchase intention, such as price, trust, customer satisfaction, and electronic word-of-mouth, were not included in the analysis.

Despite these limitations, the study provides valuable insights into consumer purchase intention in online marketplace contexts and offers directions for future research to explore additional variables and broader research settings.

4. Results and Discussion

4.1 Research Results

4.1.1 Sample Description and Descriptive Statistics

a. Respondent Description

Respondents in this study were the people of Biringkanaya sub-district. The following is a description of the identity of the research respondents based on the results of the questionnaire processing consisting of gender, age, education.

- 1) Data on the number of questionnaires distributed

Table 1. Data on the Number of Questionnaires Distributed

No	Information	Amount	Percentage
1.	Number of questionnaires distributed	50%	100%
2.	Number of questionnaires not returned	0%	0%
3.	Number of questionnaires that could not be processed	0%	0%
4.	Number of questionnaires that can be processed	50%	100%

Source: processed SPSS 25, 2024

- 2) Respondent Description by Gender distribution of research questionnaires, data on Based on research data obtained from the gender was obtained.

Table 2. Respondent Description by Gender

Gender Information	Number of Respondents	Percentage (%)
Man	29	58%
Woman	21	42%
Total	50	100%

Source: processed SPSS 25, 2024

- 3) Respondent Description by Age obtained on the age of respondents who use Based on research data obtained from the Shopee. distribution of research questionnaires, data was

Table 3. Respondent Description by Age

Description (age)	Number of Respondents	Percentage (%)
20-30 Years	7	14.0%
31-40 Years	28	56.0%
41-50 Years	10	20.0%
>50 Years	5	10.0%
Total	50	100%

Source: processed SPSS 25, 2024

Table 3 shows that the Biringkanaya sub-district community who use Shopee are dominated by the age group of 31-40 years, as many as 28 people or 56.0%, the second number is 41-50 years old or 20.0%, the third number is 20-30 years old or 14.0% and the last is 50 people or 10.0%.

- 4) Respondent Description According to Last Education

Based on research data obtained from distributing research questionnaires, data was obtained on the last education which can be seen in the following table.

Table 4. Respondent Description According to Last Education

Information	Number of Respondents	Percentage (%)
Senior High School	3	6.0%
D3	3	6.0%
D4	3	6.0%
S1	39	78.0%
S2	2	4.0%
Total	50	100.0%

Source: processed SPSS 25, 2024

Table 4 shows that the respondents' last education was dominated by S1 as many as 39 people or 78.0%. Then SMA as many as 3 people or 6.0% And D3 as many as 3 people or 6.0% and D4 as many as 3 people or 6.0% and the last S2 as many as 2 people or 4.0%.

b. Description of Research Variables

- 1) Description of Digital Marketing Variables (X1)

Based on respondents' answers Regarding the indicators of the Digital Marketing variable consisting of 8 questions. The results can be seen in the table below.

Table 5. Distribution of Respondents' Answers Regarding Digital Marketing (X1)

Indicator	Respondent's answer score										Mean
	STS		TS		KS		S		SS		
	F	%	F	%	F	%	F	%	F	%	
Accessibility (accessibility)											
X1.1	0	0	0	0	1	2.0%	38	76.0%	11	22.0%	4.20
X1.2	0	0	0	0	0	0	35	70.0%	15	30.0%	4.30
Interactivity (interactivity)											4.25
X1.3	0	0	1	2.0%	3	6.0%	39	78.0%	7	14.0%	4.04
X1.4	0	0	2	4.0%	3	6.0%	35	70.0%	10	20.0%	4.06
Advertisement (Advertisement)											4.05
X1.5	0	0	0	0	1	2.0%	31	62.0%	18	36.0%	4.34
X1.6	0	0	0	0	1	2.0%	38	76.0%	11	22.0%	4.20
Credibility (Trust)											4.27
X1.7	0	0	0	0	1	2.0%	38	76.0%	11	22.0%	4.20
X1.8	0	0	1	2.0%	9	18.0%	35	70.0%	5	10.0%	3.88
											4.04
Mean Digital Marketing Variable											4.15

Source: processed SPSS 25, 2024

Based on table 5, it can be seen that the perception of the digital marketing variable can be interpreted that respondents gave a very good score, this can be seen from the average score of 4.15, this means that respondents understand the digital marketing referred to in this study.

The indicator that has the highest average is the entertainment indicator, with an average value of 4.27, then the accessibility indicator with an average value of 4.25, the interactivity indicator with an average value of 4.05 and the last credibility with the lowest value of 4.04. Based on the results of the

analysis, it can be concluded that digital marketing with entertainment, trust, accessibility and interactivity indicators is also fairly good so that the competence of Shopee users in Biringkanaya District is fairly good.

2) Description of Product Quality Variable (X2)

Based on respondents' answers regarding the indicators of the Product Quality variable consisting of 6 questions. The results can be seen in the table below.

Table 6. Distribution of Respondents' Answers Regarding Product Quality (X2)

Indicator	Respondent's answer score										Mean
	STS		TS		KS		S		SS		
	F	%	F	%	F	%	F	%	F	%	
Performance											
X2.1	0	0	0	0	2	4.0%	38	76.0%	10	20.0%	4.16
X2.2	0	0	1	2.0%	2	4.0%	33	66.0%	14	28.0%	4.20
Reliability											4.18
X2.3	0	0	0	0	1	2.0%	34	68.0%	15	30.0%	4.28
X2.4	0	0	0	0	6	12.0%	35	70.0%	9	18.0%	4.06
Feature											4.17
X2.5	0	0	0	0	3	6.0%	34	68.0%	13	26.0%	4.20
X2.6	0	0	0	0	2	4.0%	36	72.0%	13	26.0%	4.20
											4.2
Mean Product Quality Variable											4.18

Source: processed SPSS 25, 2024

Based on table 6, it can be seen that the perception of the product quality variable can be interpreted that respondents gave a very good value, this can be seen from the average value of 4.18, this means that respondents understand the quality of the product referred to in this study. The indicator that has the highest average is the performance indicator, with an average value of 4.18, then the reliability indicator with an average value of 4.17 and the lowest is the feature indicator with an average value of 4.2 based on the results of the analysis it can be concluded that the quality of the

product with performance and reliability indicators, is fairly good and the feature indicator is also fairly good so that the competence of shopee users in biringkanaya sub-district is considered very good.

3) Description of Consumer Purchase Interest Variable (Y)

Based on Respondents' Answers Regarding the Indicators of the Consumer Purchase Interest variable consisting of 4 questions. The results can be seen in the table below.

Table 7. Distribution of Respondents' Answers Regarding Consumer Purchase Interest (Y)

Indicator	Respondent's answer score										Mean		
	STS		TS		KS		S		SS				
	F	%	F	%	F	%	F	%	F	%			
Transaction Interest													
Y.1	0	0	0	0	1	6.0%	34	68.0%	1	5	30.0%	4.28	
Referral Interest											4.28		
Y.2	0	0	0	0	2	4.0%	3	3	66.0%	1	5	30.0%	4.26
Y.3	0	0	0	0	1	2.0%	42	84.0%	7	14	14.0%	4.12	
Explorative Interest											4.19		
Y.4	0	0	0	0	0	0	40	80.0%	1	0	20.0%	4.20	
Mean Variable of Purchase Interest											4.22		

Source: processed SPSS 25, 2024

Based on table 7, it can be seen that the perception of the product quality variable can be interpreted that respondents gave a very good value, this can be seen from the average value of 4.22, this means that respondents understand the consumer buying interest referred to in this study. The indicator that has the highest average is transaction interest, with an average value of 4.28, then the explorative interest indicator with an average value of 4.20 and the lowest is the reference interest indicator with an average value of 4.19 based on the results of the analysis it can be concluded that consumer buying interest with transaction interest indicators, explorative interest is fairly good and the reference interest indicator is also fairly good so that

it is competent to make purchases or transactions that are very easy for Shopee users in Biringkanaya District so that it is considered very good.

4.1.2 Data Quality and Preliminary Analysis

a. Descriptive Statistical Test Results

Descriptive Statistics are used to describe data statistically. Descriptive statistics in this study refer to the average value (mean) and standard deviation , minimum and maximum values. The variables used in this study include digital marketing, product quality and consumer purchasing interest which will be tested statistically as shown in table 8 below.

Table 8. Descriptive Statistical Test Results

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Digital marketing_X1	50	25	40	33.22	2.435
Product quality_X2	50	18	30	25.10	2.003
Consumer purchasing interest_Y	50	14	20	16.86	1.278
Valid N (listwise)	50				

Source: processed SPSS 25, 2024

Table 8 explains that the digital marketing variable has a minimum respondent answer obtained from the results of distributing the questionnaire of 25, the maximum respondent answer obtained from the results of distributing the questionnaire is 40, the average total respondent answers that can be obtained from the results of distributing the questionnaire is 33.22, and the standard deviation is 2,435.

The product quality variable has a minimum respondent answer obtained from the results of distributing the questionnaire of 18, the maximum respondent answer obtained from the results of distributing the questionnaire was 30, the average total respondent answer obtained from the results of distributing the questionnaire was 24.78 and a standard deviation of 2.003.

The consumer purchasing interest variable has a minimum respondent answer obtained from the results of distributing the questionnaire of 14, the maximum respondent answer obtained from the results of distributing the questionnaire is 20, the average total respondent answer obtained from the results of distributing the questionnaire is 16.86 and a standard deviation of 1,278

b. Data Validity Test

Validity test can be done by calculating the correlation between the score or question item with the construct or variable score. This can be done with a significance test that compares the calculated r with the r table for degree of freedom ($df = n-2$). In this case n is the number of samples. If the calculated r for r each item can be seen in the Corrected Item - Total Correlation column is greater than the r table and the r value is positive, then the item or question can be said to be valid.

This test is conducted whether the existing questionnaire can reveal the data on the research variables accurately. The results of the questionnaire validity test can be seen to what extent the collected data is in accordance with the research variables.

For the validity level, a significance test is conducted by comparing the calculated r with the table r for degree of freedom ($df = n-2$). In this case, n is the number of samples. In this case, the size of df can be calculated as $50-2$ or $df = 48$ with $\alpha 0.05$ ($\alpha 5\%$), the table r is 0.278. If the calculated r is greater than the table r (calculated $r >$ table r) and the r value is positive, then the question item can be said to be valid, and vice versa if the calculated $r <$ table r) then the question is not valid. The results of the analysis can be seen in the following table.

Table 9. Validity Test Results

No.	Variables	Item	r count	r table	Information
1.	Digital Marketing (X1)	X1.1	0, 738	0, 278	Valid
		X1.2	0, 701	0, 278	Valid
		X1.3	0,7 16	0, 278	Valid
		X1.4	0, 673	0, 278	Valid
		X1.5	0,4 24	0, 278	Valid
		X1.6	0,6 08	0, 278	Valid
		X1.7	0, 460	0,278	Valid
		X1.8	0, 428	0,278	Valid
2.	Product Quality (X2)	X2.1	0,4 84	0, 278	Valid
		X2.2	0, 723	0, 278	Valid
		X2.3	0, 443	0, 278	Valid
		X2.4	0, 699	0, 278	Valid
		X2.5	0, 686	0, 278	Valid
		X2.6	0,7 41	0, 278	Valid
3.	Purchase Interest (Y)	Y.1	0,7 71	0, 278	Valid
		Y.2	0,81 2	0, 278	Valid
		Y.3	0, 656	0, 278	Valid
		Y.4	0, 530	0, 278	Valid

Source: processed SPSS 25, 2024

From the table above, it can be seen that for each item, the calculated r is greater and positive than the table r for $(df) = 50-2 = 48$ and $\alpha 0.05$, the table r is 0.278. So, it can be concluded that all indicators of variables X1, x2, and Y are valid.

c. Reliability Test Results

The reliability test of a measuring instrument is determined by the results of a measurement so

Table 10. Reliability Test Results

Variables	Cronbach Alpha	Alpha Coefficient	Status
Digital Marketing (X1)	0.727	0.60	Reliable
Product Quality(X2)	0.720	0.60	Reliable
Purchase Interest (Y)	0.651	0.60	Reliable

Source: processed SPSS 25, 2024

From the variables above, it can be seen that each variable has a Crohn's alpha value of more than 0.60 ($\alpha > 0.60$), so it can be concluded that all variables X1, X2, and Y are reliable.

d. Classical Assumption Test Results

The normality test aims to test whether in regression, the interfering variables or residuals have a normal distribution, Ghozali (2018). Normality

that it can be trusted. To find out whether the questionnaire is reliable, a questionnaire reliability test will be carried out. The decision-making method in the reliability test is to use a limit of 0.60, which means that a variable is said to be reliable if the value shows Cronbach Alpha > 0.60 . The results of the reliability test are in Table 10 as follows:

can be known by looking at the distribution of data (points) on the diagonal axis of the graph. If the data (points) spread away from the diagonal and/or do not follow the direction of the diagonal line, it does not show a normal distribution pattern which indicates that the regression model does not meet the assumption of normality. Good and normal data if it has a normal distribution.

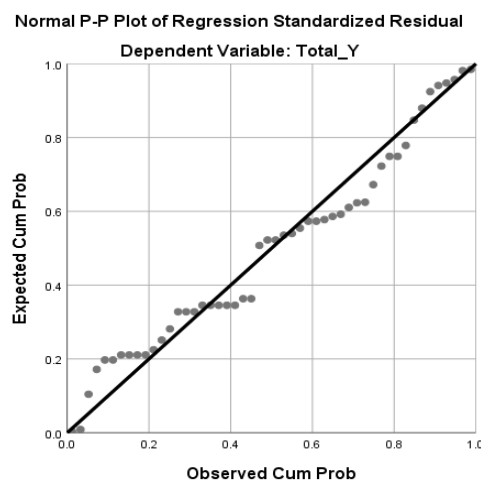


Fig. 1. Normal curve P-P Plot

Source: processed SPSS 25, 2024

Based on Figure 1, it can be concluded that in the normal p-plot graph, the points are spread around the diagonal line, and the spread is not too far or wide. So in this case, the graph shows that the regression model is in accordance with the assumption of normality and is suitable for use.

e. Multicollinearity Test Results

Multicollinearity test is a phenomenon that occurs because there is a perfect correlation between one independent variable and another. This test is

carried out using VIF with the Criteria, if the tolerance value < 0.10 and the VIF value of an independent variable > 10 , then it can be concluded that the independent variable has multicollinearity. Based on the results of multiple linear regression that have been carried out, it turns out that the VIP of each variable is obtained as follows:

Table 11. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	Digital Marketing	.57 4	1.7 41
	Product quality	.57 4	1.7 41

a. Dependent variable: Consumer Purchase Interest

Source: processed SPSS 25, 2024

The results of the calculation of the tolerance value show that no independent variables have a tolerance of less than 0.10. The results of the calculation of the Variance Inflation Factor (VIF) value also show the same results, none of the independent variables have a VIF value of more than 10. Based on table 11 above, it can be seen that the VIF value is 1.7 41 (digital marketing variable), and 1.7 41 (product quality variable), so the conclusion is that the independent variable is free from the classical assumption of multicollinearity because the result is smaller than 10.

f. Heteroscedasticity Test Results

The Heteroscedasticity Test aims to test

whether there is inequality in the regression model from one observation residual to another. According to Ghozali (2018), if the variance from one observation residual to another observation remains constant, it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity. Detection of the presence or absence of heteroscedasticity is done by looking at the points spread above and below the number 0 (zero) on the Y axis, also looking at the presence or absence of certain patterns in the scatterplot graph between SRESID and ZPRED, Ghozali (2018).

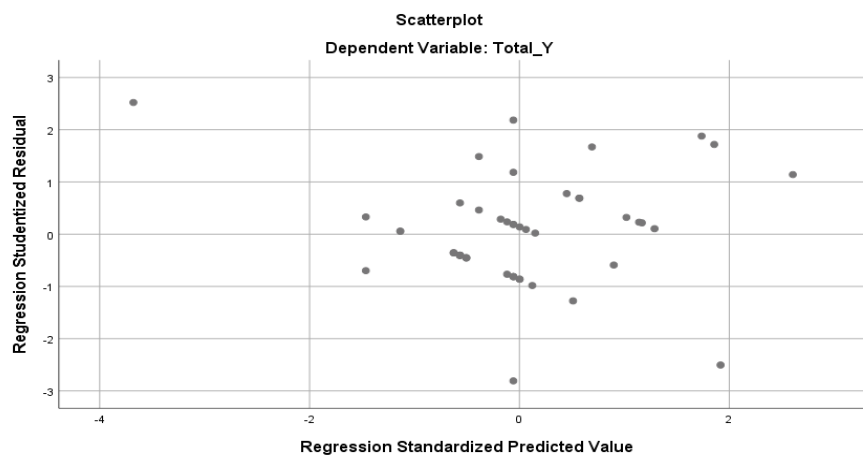


Fig. 2. Scatterplot test results

Source: processed SPSS 25, 2024

Based on the presentation in Figure 2, the scatterplot shows that the data is spread above and below the number 0 (zero) on the Y axis and there is no clear pattern in the regression equation model, so the regression model is suitable for use to predict digital marketing based on the variables that influence it, namely competence, product quality and consumer purchasing interest.

4.1.3 Main Analytical Results

a. Multiple Linear Analysis Test Results

In this study, the technique used is to use multiple linear regression techniques. Multiple linear

regression analysis is used as a statistical analysis tool because this study is designed to examine the variables that influence the independent variable on the dependent variable where this study uses more than one variable as a requirement in multiple linear regression analysis.

Table 12. Multiple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	6.161	2,095		2.941	.005
	Digital Marketing_X1	.049	.078	.092	.620	.538
	Product Quality_X2	.362	.095	.567	3,801	.000

a. Dependent Variable: Consumer Buying Interest_Y

Source: processed SPSS 25, 2024

Based on table 12 above, it can be interpreted as follows:

$$Y = 6.161 + 0.049 X_1 + 0.362 X_2 + e$$

- 1) The constant value in the equation above is 6.161, meaning that if the value of the independent variable in the equation is equal to zero, then the value of Purchase Interest (Y) is 6.161.
- 2) The regression coefficient of adding one unit of Digital Marketing of 0.049 has a positive value, which states that every discussion of digital marketing will increase Consumer Purchase Interest.
- 3) The regression coefficient for each additional Product Quality of 0.049 has a positive value, which states that Product Quality will increase Consumer Purchase Interest.

b. Determination Test Results (R²)

The coefficient of determination (R²) is essentially used to measure how far the model's ability to explain the variation of the dependent variable, Ghozali (2018). The value of the coefficient of determination is between zero and one. In the SPSS output, the coefficient of determination is located in the summary table and is written as R square. A small R² value means that the ability of the independent variable to explain the dependent variable is very limited. However, if the R² value is close to one, then all independent variables are able to provide almost all the information needed to predict the dependent variable. The following are the results of the R² test in this study.

Table 13. Results of the Determination Coefficient Test (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.632 ^a	.399	.373	1.012

a. Predictors: (Constant), Product Quality_X2, Digital Marketing_X1
b. Dependent Variable: Consumer Purchase Interest_Y

Source: processed SPSS 25, 2024

Based on the results of the summary model table above, the Adjusted R Square value of 0.373 or 37.3 % indicates that the purchase interest variable that can be explained by the digital marketing variable, product quality is 37.3 %. While the remaining 0.627 or 62.7 % (100% - 37.3 %) is influenced by other variables that are not examined in the study.

4.1.4 Hypothesis Testing Results / Key Findings

Partial Test (t)

The t-test is used to determine whether each independent variable partially has a significant influence on the dependent variable. The results of hypothesis testing with the t-test are calculated using SPSS software and can be seen in table 14 as follows:

Table 14. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	

1	(Constant)	6.161	2,095		2 .941	.0 05
	Digital Marketing_X1	. 049	. 078	. 092	.620	. 538
	Product Quality_X2	. 362	. 095	. 567	3,801	. 000

a. Dependent Variable: Consumer Buying Interest _Y

Source: processed SPSS 25, 2024

If we look at the results in table 14 coefficients in the t-test above and compare the calculated t with the t table of 2,012 obtained by the t table with $df = nk (50-3)$ which is 47 and alpha 0.05. The following is a discussion of the partial test between digital marketing and product quality on consumer buying interest in the Shopee marketplace in Biringkanaya District.

- 1) The t-test results for the digital marketing variable (X1) on consumer buying interest (Y) show a significance value of 0.538, this value is greater than 0.05 ($0.538 > 0.05$) and the calculated t is smaller than the t table ($0.620 < 2.012$). The t value shows that the variable X1 has a positive regression coefficient, but this relationship is not statistically significant, so there is no strong enough evidence to state that the variable X1 has an effect on Y. It can be concluded that H1 is rejected. This can be said that Digital Marketing has a positive but not significant effect on Consumer Buying Interest.
- 2) The t-test results for the Product Quality variable (X2) on Consumer Purchase Interest (Y) show a significant value of 0.00. This value is smaller than 0.05 ($0.00 < 0.05$) and the calculated t is greater than the t table ($3.801 > 2.012$). A positive t value indicates that the X2 variable has a unidirectional relationship with Y. So it can be concluded that H2 is accepted. This can be said that product quality has a positive and significant effect on consumer purchase interest in the Shopee marketplace in Biringkanaya District.

4.1.5 Visual Presentation of Results

The results of this study were presented using tables and figures to improve clarity and readability. Tables were used to display respondent characteristics, descriptive statistics, validity and reliability test results, classical assumption tests, regression analysis, coefficient of determination, and hypothesis testing results systematically. In addition, figures such as the Normal P-P Plot and scatterplot graphs were used to support the normality and heteroscedasticity tests. Each table and figure was clearly labeled and referenced in the

discussion to facilitate readers in understanding and interpreting the research findings.

4.2 Research Discussion

4.2.1 Interpretation of Key Findings

a. The Influence of Digital Marketing (X1) on Consumer Purchase Interest (Y)

The Influence of Digital Marketing on Consumer Purchase Interest in the Shopee Marketplace in Biringkanaya District can be explained by several factors. Based on the results of the study, it is known that the highest score is in the entertainment indicator and ease for users to access information and services provided by online advertising, the lowest score is in the interaction and trust indicator.

In this case, of course, using digital marketing to reach as many consumers as possible in an efficient way, also increasing product sales figures, and expanding the market. Digital marketing also wants to improve product quality and communication in order to increase consumer buying interest. Whether it is recognized or not is also very important because what is desired in a sale is not only a product that sells for a moment but can always have customers and trigger long-term sales.

In this case, the Digital Marketing variable still has a positive and significant influence, but because the amount of influence is very small, the digital marketing variable is partially said to have no influence and significance on the consumer purchasing interest variable. This is in line with the theory of Fadhli and Pratiwi, (2021) which states that digital marketing does not have a positive effect because it is only used to obtain information about the product so that in this case it is known to have no effect on consumer satisfaction.

The hypothesis of direct influence can be concluded that the Digital Marketing variable (X1) has a positive and insignificant influence on consumer purchasing interest (Y) where the influence of variable X1 on Y has a p-value ($0.012 > (0.05)$) and a beta coefficient value of 0.092 and a calculated t value of $0.538 < 2.012$ t table, meaning

that the influence of digital marketing on consumer purchasing interest is not significant. So the second hypothesis that presents the influence of digital marketing on consumer purchasing interest is not supported. Based on the results of data collection and management, hypothesis testing and discussion of research results, then: Digital marketing has an insignificant influence on consumer purchasing interest in the Shopee marketplace in Biringkanaya District.

b. The Influence of Product Quality (X2) on Consumer Purchase Interest (Y)

The Influence of Product Quality on Consumer Purchase Interest in the Shopee Marketplace in Biringkanaya District Several factors can be explained. Based on the results of the study, it is known that the highest score is in the performance and reliability indicators which refer to the basic operating characteristics of a product. The lowest score is in the feature indicator, to improve product function or increase consumer interest in the product.

Product quality in this study has a positive and significant influence on consumer purchasing interest. In this case, it indicates that every increase in product quality will increase consumer purchasing interest. Product quality is something that needs to be considered in companies such as consumers have confidence in having a product that has good product quality from the company. This applies to the Shopee platform where the quality of the products marketed has good quality so that it increases consumer purchasing interest even more among the community.

The regression test shows significant results on the product quality variable, which is 0.000, which is smaller than the error tolerance of 0.05. The resulting influence is positive and significant, meaning that product quality can increase consumer buying interest in the Shopee marketplace among the public.

The results of this study are supported by the opinion of Simamora (2011:106), who said that consumer buying interest arises when there is trust in a product that is accompanied by its ability to buy the product. So, the more trusted the quality of the product is good and the price is affordable, the greater the possibility of consumers being interested in making purchases on the Shopee marketplace.

4.2.2 Comparison with Previous Studies

The findings regarding the insignificant influence of digital marketing on consumer purchase interest are consistent with the study conducted by Fadhli and Pratiwi (2021), which found that digital marketing does not significantly affect consumer purchasing behavior because consumers primarily use digital platforms to obtain product information rather than to make immediate purchasing decisions. This similarity indicates that digital marketing may function more effectively as a communication and awareness-building tool rather than as a direct driver of purchase intention, especially in highly competitive online marketplaces.

The present findings also align with studies emphasizing that the effectiveness of digital marketing depends heavily on consumer trust and perceived credibility. In many e-commerce contexts, consumers are often skeptical of promotional messages because digital advertisements are sometimes perceived as exaggerated or manipulative. As a result, even though digital marketing may increase product visibility and accessibility, it does not necessarily guarantee an increase in consumer purchase interest. This condition is particularly relevant in the Shopee marketplace, where consumers are exposed to a large volume of advertisements, flash sales, and promotional campaigns daily.

However, the findings differ from several previous studies that reported a significant positive influence of digital marketing on purchase intention. Some researchers argued that digital marketing enhances consumer engagement, strengthens brand awareness, and stimulates impulsive buying behavior through personalized content and social media interaction. The inconsistency between the present findings and previous studies may be caused by differences in research context, consumer characteristics, technological literacy, and cultural factors. In urban areas with high digital engagement, digital marketing may have stronger persuasive power, whereas consumers in other regions may rely more heavily on practical considerations such as product quality and price.

Regarding product quality, the findings are consistent with Simamora (2011:106), who stated that consumer purchase interest emerges when consumers believe that a product possesses good quality and value. The present study confirms that

product quality significantly influences consumer purchase interest because consumers tend to prioritize functional benefits, reliability, and product performance when making purchasing decisions.

The findings are also in line with various studies in e-commerce literature that identified product quality as one of the most influential determinants of online purchasing behavior. Previous studies consistently found that consumers are more likely to purchase products when they perceive the products as durable, functional, and consistent with the descriptions provided by sellers. In online marketplaces, product quality becomes even more important because consumers cannot directly examine products before purchase. Therefore, perceived quality serves as a substitute for physical product evaluation.

Additionally, the significant role of product quality supports previous empirical findings indicating that positive customer experiences with product performance increase consumer confidence and encourage repeat purchase behavior. Consumers who receive products that meet or exceed expectations are more likely to develop favorable attitudes toward the platform and engage in future transactions. Thus, product quality not only affects initial purchase interest but also contributes to long-term consumer loyalty in digital marketplaces.

4.2.3 Theoretical Contributions

This study contributes theoretically to the development of consumer behavior and digital marketing literature, particularly in the context of e-commerce marketplaces. First, the findings reinforce the argument that digital marketing alone is insufficient to significantly influence consumer purchase interest without being accompanied by strong product quality and consumer trust. This finding contributes to the understanding that digital marketing effectiveness depends not merely on promotional intensity but also on consumers' perceptions of credibility, authenticity, and value.

Second, the study extends existing theories of consumer purchasing behavior by highlighting the dominant role of product quality in online purchasing decisions. In traditional marketing contexts, promotional activities are often considered important drivers of purchase intention. However, this study demonstrates that in digital

marketplace environments, consumers prioritize practical and functional considerations, especially product performance and reliability. This finding supports the notion that consumers in online environments behave more rationally and information-oriented due to the availability of extensive product comparisons and customer reviews.

Third, the findings contribute to signaling theory in e-commerce contexts. Product quality acts as a positive signal that reduces information asymmetry between sellers and consumers. Since consumers cannot physically inspect products online, they rely heavily on perceived quality indicators such as product descriptions, ratings, reviews, and previous customer experiences. Therefore, high product quality serves as a trust-building mechanism that influences purchase interest.

Fourth, the study also contributes to relationship marketing theory by indicating that long-term consumer relationships in e-commerce platforms are built more effectively through reliable products and customer satisfaction than through promotional activities alone. Although digital marketing can attract attention, sustainable consumer relationships depend on whether products fulfill consumer expectations.

Finally, the study contributes to the growing body of literature on digital consumer behavior in developing countries, particularly Indonesia. Consumer behavior in emerging digital economies may differ from that in developed countries because purchasing decisions are influenced by contextual factors such as trust issues, technological adoption, economic considerations, and marketplace competition. Therefore, the findings provide contextual insights into how Indonesian consumers evaluate digital marketing and product quality in online shopping environments.

4.2.4 Practical and Policy Implications

The findings of this study provide several practical implications for business practitioners, e-commerce sellers, and platform managers. First, sellers operating in the Shopee marketplace should prioritize product quality improvement as a strategic approach to increasing consumer purchase interest. Product quality dimensions such as performance, reliability, and functionality should receive greater

attention because consumers consider these aspects essential in evaluating products.

Second, digital marketing strategies should be redesigned to emphasize credibility, transparency, and consumer interaction rather than focusing solely on promotional intensity. Businesses should create marketing content that is informative, trustworthy, and capable of building emotional connections with consumers. Interactive communication, authentic customer testimonials, and transparent product information may increase consumer confidence and improve the effectiveness of digital marketing campaigns.

Third, Shopee platform managers should strengthen quality control systems to ensure that products sold on the platform meet consumer expectations. The platform can improve seller verification mechanisms, enhance customer review systems, and provide stricter sanctions for misleading product information. Such efforts can increase overall consumer trust in the marketplace ecosystem.

Fourth, businesses should integrate digital marketing with customer experience strategies. Rather than relying exclusively on advertisements, companies should focus on creating positive purchasing experiences through responsive customer service, accurate product descriptions, fast delivery, and reliable after-sales support. Positive customer experiences can strengthen consumer trust and encourage repeat purchases.

From a policy perspective, the findings suggest that government institutions and consumer protection agencies should strengthen regulations related to online product standards, digital advertising ethics, and consumer rights protection in e-commerce platforms. Increased supervision of misleading digital advertisements and counterfeit products is essential to maintaining consumer trust in the digital economy.

Furthermore, educational initiatives aimed at improving digital literacy among consumers are important. Consumers need to understand how to evaluate product quality, verify seller credibility, and interpret digital marketing information critically. Such initiatives can create more informed and responsible online purchasing behavior.

4.2.5 Integration with the Research Gap

This study successfully addresses the research gap identified in previous literature concerning the inconsistent findings regarding the influence of digital marketing and product quality on consumer purchase interest in e-commerce platforms. Previous studies produced mixed results, with some researchers arguing that digital marketing significantly influences purchase intention, while others found weak or insignificant effects.

The present study clarifies this inconsistency by demonstrating that digital marketing may not always significantly influence purchase interest, particularly when consumers prioritize product-related considerations over promotional exposure. The findings indicate that in the Shopee marketplace context, consumers are more influenced by tangible aspects such as product performance and reliability than by marketing communication alone.

In addition, the study fills the contextual gap in the literature by focusing specifically on consumers in Biringkanaya District. Many previous studies on e-commerce consumer behavior were conducted in large urban areas or developed markets, whereas limited research has examined consumer behavior in regional Indonesian contexts. Therefore, this study contributes localized empirical evidence regarding how consumers in Biringkanaya District perceive digital marketing and product quality.

The study also addresses the gap related to consumer maturity in digital marketplaces. As consumers become more experienced with online shopping, their purchasing decisions are increasingly driven by rational evaluations of product quality rather than impulsive responses to promotional campaigns. This finding extends previous literature by highlighting the evolving nature of digital consumer behavior.

Moreover, the study contributes to understanding the relative importance of marketing and product-related variables in shaping purchase interest. While previous studies often emphasized the role of digital marketing, the present findings demonstrate that product quality remains the stronger predictor of consumer purchase intention in online marketplaces.

4.2.6 Acknowledgement of Study Limitations

Despite its contributions, this study has several limitations that should be acknowledged. First, the research was limited to respondents in Biringkanaya District, which may restrict the generalizability of the findings to broader populations or different geographical contexts. Consumer behavior may vary across regions due to differences in economic conditions, digital literacy, cultural factors, and marketplace preferences.

Second, the study only examined digital marketing and product quality as independent variables influencing consumer purchase interest. However, consumer purchase intention in e-commerce environments is influenced by numerous other factors, including price perception, electronic word-of-mouth, brand image, trust, service quality, perceived risk, ease of use, and customer satisfaction. Therefore, the explanatory power of the model remains limited.

Third, the study relied on self-reported questionnaire data, which may be subject to response bias. Respondents may provide socially desirable answers or may not fully reflect their actual purchasing behavior. Consequently, the findings primarily represent perceived consumer attitudes rather than objective purchasing outcomes.

Fourth, the cross-sectional research design limits the ability to observe changes in consumer behavior over time. Consumer perceptions of digital marketing and product quality may evolve as technological trends, platform features, and market competition continue to develop. Longitudinal studies are therefore recommended to examine how consumer behavior changes in dynamic e-commerce environments.

Finally, the study focused exclusively on the Shopee marketplace, which means that the findings may not fully apply to other e-commerce platforms with different business models, consumer segments, or marketing strategies. Future studies are encouraged to conduct comparative analyses across multiple e-commerce platforms to obtain broader insights into digital consumer behavior

5. Conclusion

5.1 Summary of Key Findings

Based on the research results, several important findings can be summarized. First, digital marketing did not have a significant effect on

consumer purchase interest in the Shopee marketplace in Biringkanaya District. The results of the t-test showed a calculated t-value of 0.620, which was smaller than the t-table value of 2.012, with a significance value of 0.538 greater than 0.05. These findings indicate that the digital marketing variable (X1) did not significantly influence consumer purchase interest (Y). Although digital marketing had a positive relationship with purchase interest, the influence was statistically weak and insufficient to significantly encourage consumer purchasing intentions.

Second, product quality had a positive and significant effect on consumer purchase interest in the Shopee marketplace in Biringkanaya District. The t-test results showed a calculated t-value of 3.801, which was greater than the t-table value of 2.012, with a significance value of 0.000 smaller than 0.05. These findings indicate that the product quality variable (X2) significantly influenced consumer purchase interest (Y). The results demonstrate that consumers tend to prioritize product quality aspects such as performance, reliability, and functionality when deciding to purchase products through the Shopee platform.

Overall, the study confirms that product quality is a stronger determinant of consumer purchase interest than digital marketing in the context of the Shopee marketplace in Biringkanaya District.

5.2 Theoretical Contributions

This study contributes to the development of theories related to digital marketing, product quality, and consumer purchasing behavior in e-commerce environments. The findings reinforce the argument that digital marketing alone is not always capable of significantly influencing consumer purchase interest, particularly when consumers place greater emphasis on evaluating the actual quality and reliability of products. This finding refines previous perspectives regarding the effectiveness of digital marketing strategies in online marketplaces.

Furthermore, the study strengthens consumer behavior theory by demonstrating that product quality remains a dominant factor influencing consumer purchase interest in digital marketplaces. Consumers tend to make rational purchasing decisions by considering product performance, trustworthiness, and reliability rather

than relying solely on promotional exposure or digital advertising activities.

The findings also contribute to signaling theory in e-commerce contexts, where product quality functions as an important signal that reduces uncertainty in online transactions. Since consumers cannot directly inspect products before purchase, perceived product quality becomes an essential factor in building trust and encouraging purchasing intentions.

In addition, this study contributes contextual evidence to the literature on Indonesian digital consumer behavior, particularly in regional communities such as Biringkanaya District. The findings provide empirical insights into how consumers in developing digital markets respond differently to digital marketing and product quality variables in online shopping environments.

5.3 Practical and Policy Implications

The results of this study provide several practical implications for Shopee, business practitioners, and policymakers. For Shopee, the findings indicate the importance of improving product quality and consumer service systems to increase consumer purchase interest. Shopee is expected to continue providing facilities that support consumers, including trusted payment systems, safe transaction processes, and integrated logistics services to improve consumer confidence in online shopping activities.

Several aspects also need improvement based on respondents' evaluations of variables with relatively lower scores. In terms of digital marketing, Shopee and sellers should improve communication strategies by presenting information in a clearer, more understandable, and more attractive manner. Better service quality and stronger interaction with consumers are also needed to increase consumer trust and engagement in digital marketing activities.

Regarding product quality, sellers should prioritize ethical product marketing and ensure that products offered through the platform meet consumer expectations in terms of functionality, performance, and reliability. Maintaining high product quality standards is essential for increasing consumer satisfaction and encouraging repeat purchases.

For consumer purchase interest, Shopee should strengthen its position as a priority choice

for e-commerce transactions by improving user experience, transaction convenience, and consumer trust. Marketplace managers should also strengthen quality control systems and customer protection mechanisms to create a safer and more reliable online shopping environment.

From a policy perspective, the findings indicate the importance of strengthening regulations related to digital advertising ethics, online consumer protection, and product quality standards in e-commerce platforms. Government institutions and related authorities should encourage digital literacy programs that help consumers make more informed purchasing decisions in online marketplaces.

5.4 Limitations of the Study

This study has several limitations that should be considered when interpreting the findings. First, the research was limited to Shopee users in Biringkanaya District, which may limit the generalizability of the findings to broader populations or different regional contexts. Consumer behavior may differ across locations due to variations in economic conditions, technological literacy, and marketplace preferences.

Second, the study only focused on two independent variables, namely digital marketing and product quality, while consumer purchase interest may also be influenced by other factors such as price perception, service quality, trust, electronic word-of-mouth, customer satisfaction, and brand image. Therefore, the explanatory power of the research model remains limited.

Third, the study relied on questionnaire-based responses, which may not fully represent actual consumer purchasing behavior. Respondents' perceptions and answers may contain subjective biases that affect the interpretation of the findings.

Finally, the study focused exclusively on the Shopee marketplace, meaning that the findings may not necessarily apply to other e-commerce platforms with different business models, features, or consumer characteristics.

5.5 Directions for Future Research

Future researchers are encouraged to expand the scope of the study by involving larger sample sizes and respondents from different regions in order to improve the generalizability of the findings. Comparative studies involving multiple e-commerce

platforms such as Shopee, Tokopedia, Lazada, or TikTok Shop may also provide broader insights into consumer behavior in digital marketplaces.

Future studies are also recommended to include additional variables that may influence consumer purchase interest, such as price perception, trust, customer satisfaction, electronic word-of-mouth, service quality, and brand image. Incorporating these variables may provide a more comprehensive understanding of online consumer behavior.

In addition, future researchers are encouraged to use different research methods or analytical models, such as Structural Equation Modeling (SEM), qualitative approaches, or longitudinal research designs, to explore consumer purchasing behavior in greater depth. Research conducted in different companies, organizations, or marketplace contexts may also provide comparative findings that enrich the literature on digital marketing and e-commerce consumer behavior.

Finally, future studies are expected to investigate mediating or moderating variables that may strengthen or weaken the relationship between digital marketing, product quality, and consumer purchase interest. Such approaches can provide deeper theoretical and practical insights into the dynamics of consumer behavior in online marketplaces.

6. References

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