



Prosperia: Journal of Economic Development, Accounting, and Global Markets

Vol 1 No 3 August 2026, Hal 150-161
ISSN: 3125-117x (Print) ISSN: 3125-1181 (Electronic)
Open Access: <https://sovereignresearch.org/prosperia>

The Influence of Digital Marketing and Promotional Content on Purchasing Decisions PT. Tanjungwangi Makmur Sentosa

I Nyoman Wisnu Prabawa¹, Ni Luh Ketut Ayu Sudha Sucandrawati², Ni Made Yusmini³

¹⁻³ Mahendradatta University, Indonesia

Email: inyomanwisnu35@gmail.com¹

Article Info :

Received:
28-07-2026
Revised:
05-08-2026
Accepted:
12-08-2026

Abstract

This study investigates the effects of digital marketing and promotional content on consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa through Vinyard.com. A quantitative causal design was employed using data collected from 100 consumers selected through purposive sampling. The research variables comprised digital marketing, promotional content, and purchasing decisions, measured using a five-point Likert scale and analyzed through multiple linear regression with SPSS version 25. The findings show that digital marketing has a positive and significant effect on purchasing decisions, with a regression coefficient of 0.391, $t = 4.296$, and $p = 0.000$. Promotional content also has a positive and significant effect, with a coefficient of 0.407, $t = 4.363$, and $p = 0.000$. Simultaneously, both variables significantly influence purchasing decisions, as indicated by $F = 69.502$ and $p = 0.000$. The model explains 58.9% of the variance in purchasing decisions, while 41.1% is attributable to other factors. These results confirm the strategic importance of integrating effective digital marketing with informative, attractive, and relevant promotional content to strengthen consumer purchasing decisions within an increasingly competitive and digitally mediated retail environment.

Keywords: Digital Marketing, Promotional Content, Purchasing Decisions, Consumer Behavior, Digital Retailing.



©2026 Authors.. This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.
(<https://creativecommons.org/licenses/by-nc/4.0/>)

INTRODUCTION

The rapid development of information and communication technologies has fundamentally transformed contemporary marketing practices and the ways consumers interact with firms, brands, and products. Consumers increasingly obtain product information through websites, search engines, social media, marketplaces, and other digital platforms rather than relying exclusively on conventional marketing channels. This transformation has encouraged firms to integrate digital technologies into their marketing activities to expand market reach, facilitate interaction, deliver information efficiently, and establish more responsive relationships with consumers. Accordingly, digital marketing has evolved from a supplementary promotional instrument into an essential strategic capability for firms operating in increasingly connected and competitive markets (Chaffey & Ellis-Chadwick, 2019; Jung & Shegai, 2023).

Consumer purchasing decisions represent a critical outcome of marketing activities because they reflect how consumers respond to information, alternatives, perceived value, and marketing stimuli before selecting a product. The purchasing decision process generally involves need recognition, information search, evaluation of alternatives, purchase selection, and post-purchase evaluation, while digital environments have substantially increased the amount of information available during these stages. Online consumers can readily compare product characteristics, prices, promotional messages, reviews, seller reputation, and competing offerings before making a final decision, thereby increasing the importance of credible and persuasive digital communication. Previous studies have consequently identified product information, promotional factors, brand-related

perceptions, and digital interactions as relevant determinants of consumer purchasing decisions (Kotler & Keller, 2016; Hapsari et al., 2023; Syafitri & Nugroho, 2024).

Digital marketing provides firms with opportunities to communicate with consumers through interactive, measurable, and relatively extensive online channels while simultaneously reducing geographical barriers between businesses and target markets. Social media, websites, and e-commerce platforms allow companies not only to disseminate product information but also to create continuous consumer engagement and facilitate the purchasing process. Empirical research has indicated that digital marketing is associated with purchasing decisions across various commercial settings, suggesting that stronger digital presence and communication may increase consumers' willingness to select marketed products. Similar relationships have been reported in studies examining digital marketing strategies, electronic marketplaces, and consumer purchasing behavior (Arrizik et al., 2023; Elisabet, 2024; Sesandi et al., 2024; Gultom & Januarty, 2025).

Within digital marketing activities, promotional content constitutes an important communication mechanism because consumers increasingly encounter brands through visual, textual, and audiovisual material distributed across online platforms. Effective promotional content may include product photographs, videos, product descriptions, promotional information, educational messages, and other forms of communication designed to attract attention and facilitate consumer understanding. From a stimulus-based perspective, attractive and relevant digital content can function as an environmental stimulus that shapes consumers' cognitive and affective responses before behavioral decisions occur, consistent with the stimulus-organism-response perspective developed by Mehrabian and Russell (1974). Contemporary studies similarly demonstrate the relevance of content marketing, social media communication, product reviews, and live-streaming stimuli in explaining consumer responses and purchase-related behavior (Listiyani et al., 2023; Primadewi & Fitriarsi, 2022; Syaparudin et al., 2023).

Despite growing scholarly attention to digital marketing, existing empirical findings have predominantly been generated in contexts such as marketplaces, food and beverage businesses, cosmetics, retail products, and other consumer industries. For example, digital marketing and digital payment mechanisms have been examined in relation to coffee purchasing decisions, while TikTok content and review marketing have been associated with purchasing decisions among Generation Z consumers (Arrizik et al., 2023; Listiyani et al., 2023). Research has also demonstrated that the diversity of alternatives available on digital marketplaces may influence consumer decision processes, indicating that digital environments can simultaneously provide convenience and increase decision complexity (Afendi et al., 2025). Nevertheless, evidence specifically examining the combined influence of digital marketing and promotional content on purchasing decisions in the online alcoholic-beverage retail context remains comparatively limited within the literature represented in this study.

This research addresses that context through PT. Tanjungwangi Makmur Sentosa and its Vinyard.com online marketing channel, which operates in the alcoholic-beverage retail sector and therefore faces distinctive marketing and consumer-management challenges. Company data reported in the manuscript indicate that alcoholic-beverage sales experienced a decline during the period from 2024 to June 2026 compared with preceding years, creating a practical need to evaluate factors associated with consumer purchasing decisions. The decline is particularly important because consumers are simultaneously exposed to alternative suppliers that actively employ social media and marketplace platforms, thereby increasing competitive pressure within the digital environment. This condition suggests that improving digital-market reach alone may be insufficient unless firms also deliver promotional content that is attractive, informative, relevant, and capable of supporting consumer decision processes (PT. Tanjungwangi Makmur Sentosa, 2026; Sianturi & Faris, 2023).

Competitive data from PT. Tanjungwangi Makmur Sentosa further demonstrate that rival businesses have adopted multiple digital channels to broaden consumer access, including Instagram, TikTok, websites, GoFood, Tokopedia, GrabMart, and GrabFood. Such multi-platform competition indicates that consumers can encounter competing products through numerous digital touchpoints, making digital visibility and promotional communication increasingly important for maintaining competitive positioning. At the same time, the marketing of alcoholic beverages requires responsible communication because electronic commerce and alcoholic-beverage distribution operate within regulatory requirements concerning business activities, electronic advertising, distribution, sales, and

eligible consumers, as reflected in the regulatory context identified in the manuscript. Consequently, PT. Tanjungwangi Makmur Sentosa needs to balance persuasive digital marketing and innovative promotional content with accurate, professional, and responsible product communication (PT. Tanjungwangi Makmur Sentosa, 2026; Chaffey & Ellis-Chadwick, 2019).

Table 1. Digital Channels Used by Competitors of PT. Tanjungwangi Makmur Sentosa

No.	Brand Name	Social Media	Marketplace/Online Channel
1	AJ Barrel	@aj_barrel (Instagram)	GoFood
2	Drinks	@minuman com (TikTok)	www.minuman.com ; GoFood;
3	fresh	@frestivesupermarket (Instagram); @frestive (TikTok)	Tokopedia Frestivesupermarket.com; GoFood; GrabMart; GrabFood

Source: PT. Tanjungwangi Makmur Sentosa (2026).

The combination of theoretical considerations, previous empirical evidence, declining company sales, and increasingly intensive digital competition therefore establishes a clear rationale for examining purchasing decisions at PT. Tanjungwangi Makmur Sentosa. Although prior studies have documented relationships between digital marketing and purchasing behavior, contextual differences across industries indicate that findings from general retail, marketplaces, cosmetics, and food-related businesses cannot automatically explain consumer decisions in the online alcoholic-beverage retail sector (Elisabet, 2024; Syaparudin et al., 2023; Sesandi et al., 2024). This study consequently seeks to address this contextual gap by examining both the partial and simultaneous effects of digital marketing and promotional content on consumer purchasing decisions through Vinyard.com. Specifically, the research aims to determine whether digital marketing and promotional content significantly influence purchasing decisions among consumers of PT. Tanjungwangi Makmur Sentosa and thereby provide empirical implications for the development of more effective digital marketing strategies.

RESEARCH METHODS

This study employed a quantitative approach with a causal research design to examine the effects of digital marketing and promotional content on consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa through Vinyard.com. The research population consisted of consumers who had previously purchased products from Vinyard.com, while the sample comprised 100 respondents selected using purposive sampling based on the criterion that they had made purchases more than once. Data were collected through a structured questionnaire using a five-point Likert scale to measure three research variables, namely digital marketing (X1), promotional content (X2), and purchasing decisions (Y). The study was conducted among Vinyard.com consumers in the Canggu and Denpasar areas, which were selected because of their relatively high levels of commercial activity, tourism, and consumer transactions relevant to the research context.

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 25.0 to determine the relationships between the independent and dependent variables. Prior to hypothesis testing, the research instrument and dataset were evaluated through validity, reliability, normality, multicollinearity, and heteroscedasticity tests to ensure that the data satisfied the requirements for regression analysis. Multiple linear regression analysis was subsequently applied to estimate the individual and simultaneous effects of digital marketing and promotional content on purchasing decisions, followed by partial t-tests, a simultaneous F-test, and the coefficient of determination (R^2). Statistical decisions were made using a significance level of 0.05, whereby a p-value below 0.05 was interpreted as evidence of a statistically significant effect between the examined variables.

RESULTS AND DISCUSSION

The Influence of Digital Marketing on Consumer Purchasing Decisions at PT. Tanjungwangi Makmur Sentosa

PT. Tanjungwangi Makmur Sentosa operates in an increasingly digitalized retail environment in which consumers can access product information, evaluate alternatives, and interact with sellers through online platforms before making purchasing decisions. The company markets its Wine Spirit products through Vinyard.com and employs online media to reach consumers, particularly within a market characterized by extensive digital interaction and increasing competition. From a marketing perspective, digital channels provide firms with opportunities to communicate product information more efficiently, establish direct interaction with consumers, and extend their market reach beyond conventional retail boundaries. This development is consistent with Chaffey and Ellis-Chadwick (2019), who conceptualize digital marketing as the strategic application of digital technologies and online channels to create, communicate, and deliver value to customers, while Shabrina (2023) emphasizes that the digital revolution has substantially transformed both marketing practices and consumer behavior.

The importance of digital marketing in this research is closely related to the contemporary purchasing process, in which consumers increasingly rely on digitally available information before selecting a product. Purchasing decisions represent the outcome of a series of consumer evaluations involving need recognition, information search, comparison of alternatives, purchase selection, and subsequent evaluation of consumption experiences (Kotler & Keller, 2016). Within an online environment, this process may be accelerated because consumers can simultaneously access product information, promotional messages, seller profiles, prices, and competing offerings through digital devices. Previous evidence likewise demonstrates that online marketing strategies and digital communication can contribute to purchase-related behavior by improving information accessibility and facilitating consumer interaction with sellers (Elisabet, 2024; Purnamasari & Kadi, 2022).

The empirical findings of this study demonstrate that digital marketing has a statistically significant positive effect on consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa. The partial hypothesis test produced a t-value of 4.296, which exceeded the reported critical t-value of 1.690, while the significance probability was 0.000, substantially below the 0.05 threshold. Accordingly, the null hypothesis was rejected and the first research hypothesis (H1) was accepted, confirming that variations in digital marketing are systematically associated with variations in purchasing decisions among Vinyard.com consumers. Following the statistical decision framework described by Ghozali (2018) and Ketut (2021), a probability value below the predetermined significance level provides sufficient empirical evidence to conclude that the independent variable contributes significantly to explaining the dependent variable.

The regression coefficient further clarifies the direction and magnitude of this relationship. Digital marketing generated an unstandardized regression coefficient of 0.391 with a standard error of 0.091 and a standardized beta coefficient of 0.409, demonstrating a positive relationship between digital marketing activities and purchasing decisions. This coefficient indicates that, when the other variable in the regression model is held constant, an increase of one unit in digital marketing is associated with an increase of 0.391 units in the purchasing-decision score. The positive direction is consistent with empirical studies reporting that stronger digital marketing implementation can facilitate consumer decision-making and improve the likelihood of purchase across different commercial settings (Gultom & Januarty, 2025; Sesandi et al., 2024).

The statistical evidence is particularly relevant to the operational characteristics of Vinyard.com because consumers increasingly encounter alcoholic-beverage products through digital touchpoints rather than relying solely on physical retail interaction. Digital communication can reduce informational barriers by enabling consumers to obtain product descriptions, availability information, promotional messages, and other purchase-related information before visiting or purchasing from an outlet. For PT. Tanjungwangi Makmur Sentosa, strengthening its online presence may therefore contribute not merely to product visibility but also to the efficiency with which consumers progress from information search to purchase selection. This strategic role is consistent with Prasetyo and Putra (2020), who highlight the usefulness of digitally mediated marketing communication, and Sianturi and Faris (2023), who associate digital marketing assistance and product branding with stronger relationships between bu

Table 2. Results of the Partial t-Test

Model	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t	Sig.
Constant	2.442	1.450	–	1.684	0.095
Digital Marketing	0.391	0.091	0.409	4.296	0.000
Promotional Content	0.407	0.093	0.416	4.363	0.000

Dependent variable: Purchasing Decision.

Source: Appendix 7 (2026)

The findings presented in Table 4.11 reinforce the proposition that digital marketing constitutes an important determinant of purchasing decisions in the investigated setting. Arrizik et al. (2023) similarly examined digital marketing in conjunction with digital payments and identified its relevance to espresso-based coffee purchasing decisions, illustrating that online marketing mechanisms can influence purchase behavior even across different product categories. Pratama (2023) also reported a relationship between digital marketing and purchasing decisions among consumers of personal-care products, indicating that digital exposure may facilitate the conversion of product awareness into actual purchase decisions. Likewise, Putro et al. (2025) associated digital marketing and word of mouth with purchasing decisions in a coffee-business context, providing additional empirical support for the positive relationship identified in the present study.

The observed effect can also be interpreted through the capacity of digital platforms to integrate information, persuasion, and social interaction within a single consumer environment. Unlike conventional one-directional promotion, contemporary digital marketing allows consumers to encounter brand-generated messages while simultaneously interacting with reviews, influencers, social networks, and other consumer-generated information. Syaparudin et al. (2023) demonstrate that content marketing, influencers, and social media are relevant to consumer purchasing decisions, while Listiyani et al. (2023) identify TikTok content and review marketing as influential elements in purchasing behavior among Generation Z consumers. These findings suggest that the effectiveness of digital marketing is not determined solely by a firm's presence on digital platforms but also by how effectively those platforms are used to generate information, interaction, credibility, and persuasive value.

From a broader theoretical perspective, the significant coefficient obtained in this study supports the view that digital marketing should be considered an organizational capability rather than merely an additional communication channel. Firms capable of continuously adapting their digital strategies can more effectively identify consumer preferences, communicate relevant offerings, and respond to changes in competitive environments. Jung and Shegai (2023) show that digital marketing innovation can strengthen firm performance through marketing capabilities, while Saputro (2022) emphasizes the contribution of digital product innovation and strategy to business competitiveness. In the case of PT. Tanjungwangi Makmur Sentosa, the positive relationship between digital marketing and purchasing decisions therefore indicates that strengthening digital capabilities may have strategic implications extending beyond short-term promotional exposure.

Nevertheless, the significant effect of digital marketing should not be interpreted as evidence that purchasing decisions are determined exclusively by digital activities. Consumer choices are multidimensional and may also be shaped by psychological, situational, product-related, price-related, and competitive factors, which can interact with digital information during the decision process. Amarwati et al. (2022) emphasize psychological, cultural, and situational influences on purchasing decisions, whereas Hapsari et al. (2023) identify product quality, perceived price, and product variation as relevant considerations; similarly, Syafitri and Nugroho (2024) highlight product quality, advertising appeal, and price perception. Furthermore, Afendi et al. (2025) indicate that an excessive number of alternatives in digital marketplaces may generate a paradox of choice, suggesting that firms

must not only increase digital exposure but also organize information in ways that reduce complexity and assist consumers in evaluating alternatives efficiently.

The results therefore have both theoretical and managerial implications for PT. Tanjungwangi Makmur Sentosa. Theoretically, the findings extend evidence regarding the relationship between digital marketing and purchasing decisions into the relatively specific context of alcoholic-beverage retailing conducted through Vinyard.com, thereby broadening the contextual application of digital consumer-behavior research. Managerially, the coefficient and significance values indicate that the company should strengthen the quality, accessibility, consistency, and interactivity of its digital marketing activities while ensuring that product communication remains relevant to consumer information needs and the characteristics of the regulated product category. Consequently, the company's digital strategy should not focus solely on increasing online exposure but should integrate effective consumer communication, service value, product information, and relationship development to support sustainable purchase behavior (Lupiyoadi & Hamdani, 2015; Handayani & Putra, 2023).

The Influence of Promotional Content on Consumer Purchasing Decisions at PT. Tanjungwangi Makmur Sentosa

Promotional content has become a central component of contemporary digital marketing because consumers increasingly encounter products through visual, textual, and audiovisual information distributed across online platforms. In this environment, promotional communication is expected not only to attract attention but also to provide sufficient information to assist consumers in evaluating products and forming purchase intentions. Chaffey and Ellis-Chadwick (2019) emphasize that digital marketing enables firms to deliver interactive and targeted communication, making the design and relevance of promotional messages increasingly important in the consumer decision process. Consequently, promotional content that is visually appealing, informative, understandable, and relevant to consumer needs can function as a strategic mechanism for strengthening product consideration and encouraging purchasing decisions.

The relationship between promotional content and consumer behavior can also be interpreted through the Stimulus–Organism–Response framework developed by Mehrabian and Russell (1974), in which environmental stimuli influence internal consumer responses that subsequently produce behavioral outcomes. Within digital commerce, promotional photographs, videos, product descriptions, advertising messages, and interactive content can operate as external stimuli that shape consumer attention, perceptions, interest, and purchase-related evaluations. Primadewi and Fitriyanti (2022) applied the SOR framework in the context of live-streaming e-commerce and highlighted the relevance of marketing stimuli in explaining impulse-oriented purchasing behavior. This theoretical perspective supports the proposition that the characteristics of promotional content may influence consumers before they ultimately decide whether to purchase a product.

The empirical results of the present study demonstrate that promotional content has a positive and statistically significant effect on consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa. The partial hypothesis test generated a t-value of 4.363, which exceeded the reported critical t-value of 1.660, while the corresponding significance value was 0.000, substantially below the 0.05 significance threshold. These results indicate that the null hypothesis was rejected and the second research hypothesis (H2) was accepted, confirming that promotional content significantly contributes to explaining purchasing decisions among Vinyard.com consumers. The finding is statistically consistent with the hypothesis-testing principle that an independent variable can be regarded as significant when its probability value is lower than the predetermined alpha level (Ghozali, 2018; Ketut, 2021).

The regression estimates provide additional evidence regarding the strength and direction of the relationship between promotional content and purchasing decisions. Promotional content produced an unstandardized regression coefficient of 0.407, a standard error of 0.093, and a standardized beta coefficient of 0.416, demonstrating a positive association between improvements in promotional content and purchasing-decision scores. Holding the other predictor constant, a one-unit increase in promotional content is associated with an estimated increase of 0.407 units in the purchasing-decision variable. The standardized beta of 0.416 also suggests that promotional content represents a meaningful explanatory component within the estimated regression model and should therefore receive substantive managerial attention.

This positive relationship can be understood from the informational and persuasive functions performed by promotional content throughout the consumer decision-making process. Consumers who receive clear and attractive product information may experience lower uncertainty when comparing alternatives, whereas poorly designed or incomplete content may increase informational ambiguity and reduce purchase confidence. Kotler and Keller (2016) explain that consumers search for and evaluate information before reaching a purchase decision, indicating that marketing communication can shape the evaluation stage by influencing perceived benefits, attractiveness, and suitability of available alternatives. In the context of Vinyard.com, promotional content therefore has the potential to facilitate decision-making by providing consumers with information that is sufficiently informative, relevant, and persuasive before an actual purchase is made.

Table 3. (Extract). Partial t-Test Result for Promotional Content

Variable	Unstandardized Coefficient (B)	Std. Error	Standardized Coefficient (Beta)	t-value	Sig.	Hypothesis Decision
Promotional Content	0.407	0.093	0.416	4.363	0.000	H2 Accepted

Dependent variable: Purchasing Decision.
Source: Appendix 7 (2026)

The empirical evidence is consistent with studies demonstrating the importance of digital content and social-media communication in shaping consumer purchasing behavior. Syaparudin et al. (2023) examined content marketing, influencers, and social media in relation to consumer purchasing decisions, indicating that digital communication elements play an important role in contemporary purchase environments. Listiyani et al. (2023) similarly investigated TikTok content and review marketing in relation to purchasing decisions among Generation Z, illustrating how platform-specific content can contribute to product evaluation and purchase behavior. These studies reinforce the current finding that promotional content should be understood as an active component of consumer persuasion rather than merely as supplementary information accompanying a product.

Promotional content also operates within a broader digital information ecosystem in which firm-generated communication interacts with product reviews, consumer comments, and other forms of electronic information. Nainggolan and Sitorus (2023) examined product quality and product reviews in online purchasing decisions on the Shopee marketplace, demonstrating the relevance of digitally available evaluative information in consumer decision-making. Afendi et al. (2025) further highlight that consumers may face substantial numbers of alternatives on digital marketplaces, potentially increasing decision complexity and making clear product communication increasingly important. Accordingly, promotional content that organizes relevant information effectively can help consumers differentiate an offering from competing alternatives and reduce the cognitive burden associated with evaluating numerous products.

The significance of promotional content does not imply that communication can substitute for the underlying quality or value of the product being promoted. Previous research has consistently examined product quality together with other marketing variables when explaining purchasing decisions, including price, promotion, brand image, and product variation (Hasan, 2021; Hapsari et al., 2023; Nurmalasari & Istiyanto, 2021). Susanto (2017) similarly considered product quality and product innovation in relation to consumer purchasing decisions, while Wahyudi et al. (2024) examined product quality and brand image in the electronic-product sector. Promotional content should therefore accurately represent the attributes and value proposition of the product because persuasive communication that is disconnected from consumers' actual product experience may be insufficient for establishing sustained consumer confidence.

The relationship between promotional communication and purchasing behavior may also extend beyond the immediate purchase transaction because consumer experiences can influence satisfaction, loyalty, and subsequent behavioral intentions. Dewi et al. (2022) examined product quality, satisfaction, and customer loyalty, while Putri et al. (2023) similarly addressed the relationship between product quality, satisfaction, and loyalty in the food industry. Riyadi and Erdiansyah (2023) further analyzed service quality and product quality in relation to customer loyalty

through consumer satisfaction, whereas Yudianto and Sinagai (2020) investigated product quality in relation to consumer loyalty. These studies indicate that promotional content should communicate realistic and credible product benefits because the effectiveness of initial persuasion should ultimately be supported by product and service experiences capable of maintaining long-term customer relationships.

For PT. Tanjungwangi Makmur Sentosa, the significant influence of promotional content suggests that digital communication should be systematically developed in accordance with the informational characteristics of its products and consumers. Promotional materials delivered through Vinyard.com and related digital channels should prioritize visual clarity, accurate product descriptions, relevance of promotional messages, accessibility of information, and consistency across consumer touchpoints. Santi and Novitaningtyas (2022) emphasize consumer perceptions of digital marketing as a marketing communication strategy, while Handayani and Putra (2023) associate product-related value with reputation and customer loyalty, implying that credible communication can contribute to longer-term relationship outcomes. In the specific context of alcoholic-beverage retailing, such communication should also remain professionally presented and aligned with responsible marketing practices applicable to the product category.

The findings establish promotional content as a significant explanatory factor in consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa. The positive coefficient of 0.407, standardized beta of 0.416, t-value of 4.363, and significance value of 0.000 collectively indicate that improvements in promotional content are associated with stronger purchasing decisions among the consumers included in this study. The evidence is consistent with literature demonstrating that consumer decisions are influenced by digital information, social-media communication, product-related cues, and the quality of marketing stimuli encountered throughout the decision process (Mehrabian & Russell, 1974; Listiyani et al., 2023; Syaparudin et al., 2023). Therefore, promotional content should be treated as an integrated strategic instrument that combines informative value, visual attractiveness, persuasive relevance, credibility, and product consistency to strengthen consumer decision-making within the digital retail environment.

The Simultaneous Influence of Digital Marketing and Promotional Content on Consumer Purchasing Decisions at PT. Tanjungwangi Makmur Sentosa

The simultaneous analysis demonstrates that digital marketing and promotional content jointly exert a statistically significant influence on consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa. The F-test produced an F-value of 69.502 with a significance probability of 0.000, which is substantially below the predetermined significance level of 0.05. Accordingly, the null hypothesis was rejected and the third research hypothesis (H3) was accepted, indicating that the two independent variables collectively contribute to variations in consumer purchasing decisions. This result supports the proposition that purchasing behavior in digital environments is shaped not only by the availability of digital marketing channels but also by the quality and relevance of the promotional messages communicated through those channels (Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016).

The simultaneous effect can be explained by the complementary functions of digital marketing and promotional content within the consumer decision process. Digital marketing provides the technological and communication infrastructure through which firms can reach consumers, whereas promotional content determines the informational and persuasive substance delivered through those channels. When both elements function effectively, consumers are more likely to receive accessible, relevant, and persuasive information that facilitates product evaluation and strengthens purchase consideration. This interpretation is consistent with Syaparudin et al. (2023), who associate content marketing, influencers, and social media with purchasing decisions, and Purnamasari and Kadi (2022), who demonstrate the relevance of digital marketing and electronic word of mouth in online consumer decision-making.

The F-test provides strong statistical evidence for evaluating the overall explanatory capacity of the regression model. The regression sum of squares was 1,064.305 with 2 degrees of freedom, yielding a mean square of 532.152, whereas the residual sum of squares was 742.695 with 97 degrees of freedom and a residual mean square of 7.657. The resulting F-statistic of 69.502 indicates that the variance explained jointly by digital marketing and promotional content is substantially greater than

the unexplained variance relative to their respective degrees of freedom. In quantitative research, such an outcome indicates that the set of independent variables collectively provides statistically meaningful explanatory information about the dependent variable (Ghozali, 2018; Sugiyono, 2016).

The strength of the overall relationship is further demonstrated by the model summary, which produced a multiple correlation coefficient (R) of 0.767. The coefficient of determination (R^2) was 0.589, while the adjusted R^2 was 0.581 and the standard error of the estimate was 2.767. These values indicate that digital marketing and promotional content jointly account for 58.9% of the observed variation in consumer purchasing decisions among the respondents included in the study. The relatively substantial proportion of explained variance confirms that the two predictors represent important components of purchasing behavior, although the remaining variation suggests that consumer decisions are also influenced by factors beyond the present model (Ghozali, 2018; Hakim et al., 2024).

The remaining 41.1% of variation in purchasing decisions may reflect additional determinants that were not included in the regression model, such as price, product quality, brand image, service quality, psychological factors, situational conditions, consumer reviews, or alternative product choices. Previous studies demonstrate that purchasing decisions frequently result from multiple interacting factors rather than a single marketing stimulus, including price perception, product variation, advertising appeal, and brand-related evaluations (Hapsari et al., 2023; Syafitri & Nugroho, 2024). Amarwati et al. (2022) additionally emphasize psychological, cultural, and situational influences, while Nainggolan and Sitorus (2023) identify product reviews and product quality as relevant considerations in online purchasing environments. Thus, an R^2 of 0.589 should be interpreted as substantial explanatory power within the specified model rather than evidence that digital marketing and promotional content are the exclusive determinants of consumer purchasing decisions.

Table 4. Integrated Results of the Simultaneous F-Test and Model Summary

Statistical Component	Value
Regression Sum of Squares	1,064.305
Regression df	2
Regression Mean Square	532.152
Residual Sum of Squares	742.695
Residual df	97
Residual Mean Square	7.657
Total Sum of Squares	1,807.000
Total df	99
F-value	69.502
Significance	0.000
R	0.767
R Square (R^2)	0.589
Adjusted R Square	0.581
Standard Error of the Estimate	2.767

Predictors: Digital Marketing and Promotional Content.

Dependent variable: Purchasing Decision.

Source: Appendix 7 (2026).

The integrated findings in Table 4.12 suggest that digital marketing and promotional content should be treated as mutually reinforcing components of a broader consumer communication system. Digital channels can create access to consumers, but exposure alone may not generate purchases unless the information transmitted through those channels is sufficiently attractive, informative, and relevant to the consumer's needs. Conversely, high-quality promotional content may have limited effectiveness if it is not distributed through digital channels capable of reaching the intended audience efficiently. This complementarity is supported by Listiyani et al. (2023), who demonstrate the relevance of TikTok content and review marketing, and Primadewi and Fitriyari (2022), who show that digitally transmitted stimuli can influence consumer responses within e-commerce environments.

The significance of the simultaneous model is particularly relevant in a competitive online environment where consumers can rapidly compare alternative products and sellers. PT. Tanjungwangi Makmur Sentosa competes with businesses that utilize social media, websites, food-delivery applications, and marketplaces, meaning that consumers are exposed to multiple promotional stimuli across different digital touchpoints. Afendi et al. (2025) illustrate that extensive product choice in online platforms may create greater decision complexity, implying that companies must differentiate themselves not merely through digital visibility but through clear and compelling communication. Digital marketing capabilities therefore need to be accompanied by strategically designed content capable of reducing information uncertainty and establishing a distinctive value proposition for Vinyard.com consumers (Jung & Shegai, 2023; Saputro, 2022).

The simultaneous influence of digital marketing and promotional content should also be considered alongside the underlying product and service experience. Marketing communication may successfully stimulate initial purchase consideration, but sustainable consumer relationships require that promotional promises correspond with actual product quality, service performance, and customer expectations. Research has demonstrated relationships among product quality, customer satisfaction, loyalty, and subsequent consumer behavior, indicating that purchasing decisions can develop into longer-term relational outcomes when consumer experiences are positive (Dewi et al., 2022; Putri et al., 2023; Riyadi & Erdiansyah, 2023). Accordingly, PT. Tanjungwangi Makmur Sentosa should integrate its digital communication strategy with reliable product information, service consistency, and credible representations of product value rather than treating promotional activities as isolated persuasion mechanisms.

From a managerial perspective, the model indicates that investments in digital marketing should be accompanied by continuous improvement in promotional content rather than managed as separate strategic activities. The company can strengthen digital performance by improving channel integration, accessibility of product information, consistency of brand communication, visual presentation, consumer interaction, and the relevance of messages across different online platforms. Such integrated marketing practices are aligned with findings that digital marketing strategies can contribute to purchasing decisions and customer relationships when firms combine technological reach with substantive marketing value (Gultom & Januarty, 2025; Sianturi & Faris, 2023; Santi & Novitaningtyas, 2022). In addition, because the product category is regulated, digital marketing effectiveness should be pursued alongside responsible communication practices and appropriate audience targeting to maintain the credibility and sustainability of the company's digital presence.

The simultaneous findings provide robust empirical support for the central research proposition that digital marketing and promotional content jointly influence consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa. The F-value of 69.502 with $p = 0.000$ confirms the statistical significance of the overall regression model, while $R^2 = 0.589$ demonstrates that the two variables jointly explain 58.9% of the variance in purchasing decisions. These results complement the partial findings showing significant positive effects of both digital marketing and promotional content and are consistent with previous evidence linking digital communication, promotional strategies, product-related information, and consumer responses across different market contexts (Arrizik et al., 2023; Putro et al., 2025; Sesandi et al., 2024). Therefore, the findings indicate that PT. Tanjungwangi Makmur Sentosa can strengthen consumer purchasing decisions by implementing an integrated strategy in which effective digital reach is combined with informative, credible, visually appealing, and consumer-oriented promotional content.

CONCLUSION

The findings demonstrate that digital marketing and promotional content are significant determinants of consumer purchasing decisions at PT. Tanjungwangi Makmur Sentosa through Vinyard.com. Digital marketing has a positive and significant effect on purchasing decisions, as indicated by a regression coefficient of 0.391, a t-value of 4.296, and a significance value of 0.000. Promotional content also has a positive and significant effect, with a regression coefficient of 0.407, a t-value of 4.363, and a significance value of 0.000. These findings confirm that stronger digital marketing activities and more innovative, informative, attractive, and relevant promotional content can increase consumers' tendency to make purchasing decisions.

Simultaneously, digital marketing and promotional content significantly influence consumer purchasing decisions, as demonstrated by an F-value of 69.502 and a significance value of 0.000. The coefficient of determination of 0.589 indicates that the two variables jointly explain 58.9% of the variation in purchasing decisions, while the remaining 41.1% is attributable to other factors outside the research model. Therefore, PT. Tanjungwangi Makmur Sentosa should integrate digital marketing activities with high-quality promotional content across its online channels while maintaining accurate, relevant, and responsible product communication. Future studies may incorporate additional variables such as price perception, product quality, brand image, service quality, online reviews, and consumer characteristics to provide a more comprehensive explanation of purchasing behavior.

REFERENCES

- Afendi, R. S., Agustin, R., Sinurat, R. A. N., & Putra, A. R. (2025). Paradox of choice: Is too many choices products on the Shopee platform can influence purchase decisions consumption. *Journal Knowledge Management, Economics and Entrepreneurship*, 5(1), 386–397. <https://doi.org/10.55606/jimek.v5i1.6443>
- Amarwati, R., Pratiwi, A., & Nugroho, W. (2022). The influence of psychological, cultural, and situational factors on purchasing decisions fashion products in Semarang City. *Journal Admissions and Business*, 23(2), 1–8.
- Arrizik, M. F., Suparno, & Musyaffi, A. M. (2023). The influence of digital marketing and the use of digital payments on espresso-based coffee purchasing decisions. *Digital: Jurnal Publication Knowledge Management and E-Commerce*, 3(3). <https://doi.org/10.30640/digital.v3i3.2870>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education.
- Dewi, I. R., Michel, R. J., & Puspitarini, D. A. (2022). The influence quality product to loyalty with mediation satisfaction customers at the Prima Freshmart Cirebon Store. *Journal Maneksi (Management Economics and Accounting)*, 11(1). <https://doi.org/10.31959/jm.v11i1.1080>
- Elisabet, E. (2024). The influence of online marketing strategies on decision purchase consumers. *Journal Indonesian Economics, Accounting and Management (JEAMI)*, 3(1), 20–25. <https://doi.org/10.58471/jeami.v3i01.598>
- Ghozali, I. (2018). *Application multivariate analysis with IBM SPSS 25 program*. Diponegoro University Publishing Agency.
- Gultom, P., & Januariy, W. (2025). Digital marketing strategy for purchasing decisions at Rezeky Payet Medan. *Journal of Management and Strategy*, 8(1), 55–63.
- Hakim, D. L., Rahmiati, F., Amin, G., & Mangkurat, R. S. B. (2024). The factors influence on consumers purchase intention and purchase decisions of organic food in Indonesia. *Bioculture Journal*, 2(1), 1–18.
- Handayani, R., & Putra, A. (2023). The role of quality product in build reputation and loyalty customers in retail companies. *Journal Management Marketing*, 9(1), 112–121.
- Hapsari, W., Palinggi, Y., & Idham, I. (2023). The influence of product quality, price perception, and variation product on purchasing decisions consumers: Case study at a 45,000 Rupiah convenience store in Tenggara. *Journal Indonesian Economics & Management*, 21(2), 140–154. <https://doi.org/10.53640/jemi.v21i2.972>
- Hasan, F. (2021). The influence quality product, price, promotion, and brand image on purchasing decisions for MSME products. *Journal Scientific Management and Business*, 11(1), 45–54.
- Jung, S.-U., & Shegai, V. (2023). The impact of digital marketing innovation on firm performance: Mediation by marketing capability and moderation by firm size. *Sustainability*, 15(7), 5711. <https://doi.org/10.3390/su15075711>
- Ketut, A. (2021). Study of formulation hypothesis statistics in testing hypothesis. *Journal Scientific Educational Sciences (JIIP)*, 4(2), 115–118.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Listiyani, F., Haque, M. G., & Nurochani, N. (2023). The influence of TikTok content and review marketing on purchasing decisions halal food for Gen Z: A study in South Jakarta. *Journal Economy Effective*, 5(3). <https://doi.org/10.32493/JEE.v5i3.29509>
- Lupiyoadi, R., & Hamdani, A. (2015). *Management marketing services*. Salemba Four.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

- Nainggolan, R. A., & Sitorus, D. H. (2023). Influence quality products and product reviews on purchasing decisions online at the Shopee marketplace in Batam City. *Journal Indonesian Economics & Management*, 23(2), 49–59. <https://doi.org/10.53640/jemi.v23i2.1417>
- Nurmalasari, D., & Istiyanto, B. (2021). The influence quality product, price, promotion and image brand to decision purchase lipstick Wardah brand in Surakarta City. *Journal Ray Management*, 8(1), 42–49. <https://doi.org/10.56338/jsm.v8i1.1434>
- Prasetyo, D., & Putra, A. (2020). The effectiveness of email marketing as a marketing strategy for MSMEs in Bandung City. *Journal Scientific Technology and Management Business*, 6(1), 45–53.
- Pratama, A. (2023). *The influence of digital marketing and quality product to decision purchase: Case study on students of Muhammadiyah University of Surakarta who purchased product maintenance scientific*. UMS E-Prints.
- Primadewi, S., & Fitriyanti, W. (2022). Analysis influencing factors purchase impulse on live streaming e-commerce based on SOR framework. *Journal of Social Technology*, 2(10), 846–856. <https://doi.org/10.59188/jurnalsostech.v2i10.427>
- Purnamasari, I. A., & Kadi, D. C. A. (2022). The influence of digital marketing and electronic word of mouth on purchasing decisions with online store awareness as intervening variables: Study on generation millennials Shopee users during COVID-19 pandemic in Madiun City. *Innovation Seminar Management Business and Accounting (SIMBA)*, 2.
- Putri, S. A., Sutardjo, A., & Renni, S. (2023). The influence quality product to satisfaction and loyalty consumers in the industry food. *Journal Economics and Management Business*, 8(1), 34–45.
- Putro, S. D. K., Sumitro, Y., Hasan, M. H., & Romadhon, M. F. (2025). The influence of digital marketing and word of mouth on decision purchases at Kopi Telu Citraland Surabaya. *Journal UNIPA Project*, 12(2), 97–108. <https://doi.org/10.30640/digital.v3i3.2870>
- Riyadi, M. E. Y., & Erdiansyah, R. (2023). The influence quality service and quality product to loyalty customer through satisfaction consumer. *Journal Management Business and Entrepreneurship*, 7(2), 356–367. <https://doi.org/10.24912/jmbk.v7i2.23357>
- Santi, N., & Novitaningtyas, I. (2022). Perception consumer to implementation of digital marketing as a communication strategy marketing at Armada Tunas Jaya Magelang. *Journal of Management Development*, 10(2), 1–13. <https://doi.org/10.52859/jbm.v10i2.168>
- Saputro, R. E. (2022). The influence innovation digital products and strategies towards power MSME competitiveness. *Journal of Economic and Business Research*, 12(4), 311–324.
- Sesandi, D., Sujana, E., & Sugihartina, I. K. (2024). The influence of digital marketing and quality product to decision purchase consumer. *Journal Indonesian Digital Management*, 9(1), 45–60.
- Shabrina, V. G. (2023). The influence the digital revolution towards marketing and behavior consumers. *Journal Indonesian Reporter*, 1(2), 131–141. <https://doi.org/10.25008/jpi.v1i2.16>
- Sianturi, M. S., & Faris, M. (2023). Product branding and digital marketing assistance for increase loyalty MSME customers. *Journal Management and Entrepreneurship*, 10(2), 112–123.
- Sugiyono. (2016). *Research methods quantitative, qualitative, and R&D*. Alfabeta.
- Susanto, A. (2017). *The influence quality products and innovation product on purchasing decisions consumers at Ferissa Bakery and Cake Shop, Bantul, Yogyakarta*. Yogyakarta PGRI University.
- Syafitri, R., & Nugroho, D. A. (2024). The influence quality product, advertising appeal, and price perception on purchasing decisions consumer. *Journal Management Marketing and Behavior Consumers*, 3(4), 1051–1058. <https://doi.org/10.21776/jmppk.2024.03.4.19>
- Syaparudin, B. S., Arizal, & Handayani, R. (2023). Analysis the influence of content marketing, influencers, and social media to decision purchase consumer. *Journal Management and Business Applied*, 5(2), 78–83. <https://doi.org/10.31849/jmbt.v5i2.14231>
- Wahyudi, R., Indiani, N. L., & Widiana, I. N. W. (2024). Analysis influence quality product and brand image on purchasing decisions consumers on products electronics at the Bali Electronic Center. *ARMADA: Multidisciplinary Research Journal*, 2(9), 756–764.
- Yudianto, A., & Sinagai, D. R. (2020). The influence quality product to loyalty consumers at PT. Nojorono Tobacco International Cirebon Branch. *Indonesian Journal of Social Sciences*, 1(3), 160–172. <https://doi.org/10.59141/jiss.v1i03.29>