

The Influence of Digital Marketing Tools on Consumer Purchase Intentions: A Case Study of Electronic City Jakarta.

Albert Tenata¹, Tommy Setiawan Ruslim^{2*}.

¹Department of Management, Faculty of Economics and Business, Tarumanagara University

²Department of Management, Faculty of Economics and Business, Tarumanagara University

ABSTRACT

Introduction/Main Objectives: Digital transformation has become a critical factor in global business competition, particularly in the B2B sector. This study examines the influence of digital marketing tools on consumer purchase intentions, focusing on Electronic City, a major electronic retail company in Jakarta facing sales challenges in the evolving digital marketplace. **Background Problems:** How do search engine advertising, content marketing, social media, and email marketing impact consumer purchase intentions in the electronic retail sector?. **Novelty:** Unlike previous studies with inconsistent findings, particularly regarding the impact of search engine advertising, social media, and email marketing, this study provides a focused and localized investigation into the impact of digital marketing strategies on purchase intent, narrowing the scope to specific digital marketing tools. **Research Methods:** The study employs a quantitative causal design using a purposive sampling method. A survey questionnaire with a Likert scale was distributed to 198 Electronic City consumers in Jakarta, aged 18 and above. Data was analyzed using SmartPLS 4.0 to test the proposed hypotheses. **Finding/Results:** All examined digital marketing tools (search engine advertising, email marketing, social media, and content marketing) demonstrated a positive and significant influence on purchase intention. Search engine advertising showed the strongest impact, followed by email marketing, social media, and content marketing. **Conclusion:** The research concludes that digital marketing strategies significantly shape consumer purchase intentions. For Electronic City, this means leveraging targeted search ads, personalized email communications, engaging social media content, and informative marketing materials can effectively drive consumer behavior and potentially mitigate sales challenges.

Keywords:

Digital Marketing, Purchase Intention, Search Engine Advertising, Content Marketing, Social Media, Email Marketing

✉ Corresponding author :

Email Address : tommyr@fe.untar.ac.id

1. Introduction

Digital transformation has become a key factor in global business competition, including in the Business-to-Business (B2B) sector. Traditional marketing strategies are now considered less effective, making digital marketing an essential solution for expanding market reach and enhancing purchase intention. GlobeNewswire (2020) projects that the global B2B e-commerce market will reach a value of USD 20.9 trillion by 2027, driving companies in Indonesia to adapt to digitalization. Electronic City, a major player in the electronic retail industry, is facing challenges with a sales decline of IDR 609 billion in the first quarter of 2024 compared to IDR 611 billion in the same period in 2023 (Liputan6.com, 2024). The economic downturn is one of the causes, although the company remains optimistic about sales recovery by the end of the year.

Purchase intention, which reflects consumers' willingness to evaluate and purchase products, is influenced by factors such as product quality, price, marketing strategies, and customer experience (Ruslim, 2024). To enhance purchase intention, Electronic City can optimize digital marketing strategies, including search engine advertising (SEA), content marketing, social media, and email marketing.

SEA has been proven effective in improving product visibility and providing relevant information to consumers, as highlighted in studies by Yan et al. (2020), Owuor (2022), and Maharani & Astarini (2024). Content marketing strategies also positively impact purchase intention, with engaging and informative content shown to drive consumer interest (Dewi & Fikriah, 2024; Azizah & Rafikasari, 2022; Zain et al., 2024). Furthermore, email marketing facilitates personal communication with consumers through promotions and special offers, which significantly influence purchase intention according to Nawaz & Kaldeen (2020), Qotrunnada & Aprilianty (2024), and Pinca et al. (2024).

However, regarding social media, research findings are inconsistent. Studies by Ali & Cuandra (2023) and Viliaus & Matusin (2023) found no significant effect of social media on purchase intention, while research by Nawaz & Kaldeen (2020), Priatni et al. (2019), and Siahaan et al. (2022) indicated a positive and significant influence. This empirical gap highlights the need for further exploration of the relationship between social media and purchase intention.

Based on this background, this study aims to analyze the influence of search engine advertising, content marketing, social media, and email marketing on the purchase intention

of Electronic City consumers in Jakarta, with the hope of providing strategic recommendations to improve the company’s performance in the digital era.

This study adapts research by Hien & Nhu (2022), focusing on search engine advertising, content marketing, social media, email marketing, and purchase intention while excluding variables like brand awareness and attitude toward digital marketing. By narrowing the scope, the study aims to provide more focused insights into the factors influencing purchase intention in the B2B sector. This research focuses on consumers who have purchased Electronic City products, are at least 18 years old, and reside in Jakarta, providing local insights that can guide strategic improvements in the industry.

2. Literature Review

This research is based on the Theory of Planned Behavior (TPB), which explains individual intentions to take an action and behave in a certain way (Ajzen, 1991). In TPB, intentions are considered as factors that drive or motivate individuals, thus influencing individual behavior. These factors indicate an individual's desire and the effort exerted to finally decide to act.

In general, the stronger a person's intention, the greater the performance he will give, so that each individual can decide whether to finally take the action or not. Behavioral achievement is fully determined by motivation or intention, as well as ability or behavioral control. TPB explains the factors that can influence intention, namely attitudes, subjective norms, and perceived behavioral control. Ultimately, the factors that influence intention will influence behavior.

To influence consumer behavior, a brand needs to provide experiences to customers and build trust in the brand. Thus, these factors will create brand satisfaction, leading customers to intend to purchase the brand’s products and behave positively.

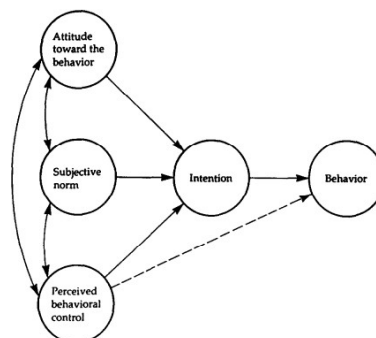


Image 1. Theory of Planned Behavior (TPB)

Search Engine Advertising

According to (Kotler & Keller, 2016: 598) search engine advertising is a form of paid advertising placed on search engines, which aims to increase the visibility of products or services in paid search results. According to (Chaffey & Ellis-Chadwick, 2019: 512) search engine advertising is a marketing strategy that utilizes ads on search engine search results pages to target users with specific interests based on the keywords they are looking for. Meanwhile, according to (Stokes, 2013: 167) search engine advertising is an important tool in digital marketing, where advertisers bid on keywords to place their ads in a higher position on the search results page, which aims to attract more visitors to their website. Based on the definitions that have been presented, it can be concluded that the definition of search engine advertising is a form of digital marketing that utilizes search engines to display relevant advertisements based on keywords, with the aim of increasing website traffic and directing potential users to the site through a paid advertising model.

Content Marketing

Content marketing is a marketing strategy that focuses on creating, curating, distributing, and amplifying valuable, relevant, and interesting content to attract, engage, and build relationships with a clearly defined audience. According to Kotler & Keller (2012) in Nefrida et al. (2022), it involves generating conversations about content. Pulizzi (2014) in Purnama & Pebrian (2024) describes it as a process for creating and distributing content to drive profitable customer actions. Meanwhile, Mathey (2015) in Nefrida et al. (2022) define it as an art of communicating with the audience without directly selling, relying on the content shared with them. In conclusion, content marketing aims to foster long-term relationships and encourage profitable interactions through valuable content

Social Media

According to Kotler & Keller (2012: 568), social media is a means for consumers to share text, image, audio, and video information with each other and with companies, and vice versa. Nunik et al. (2019) in Siahaan et al. (2022: 2) state that social media is an interactive marketing communication activity between companies and customers to create sales of the company's products and services. Zulfikar and Mikhriani (2017) in Siahaan et al. (2022: 2) explain that social media is a system that allows marketers to engage, collaborate, interact, and utilize the intelligence of the people who participate in it for marketing purposes. Based on these definitions, it can be concluded that social media is an interactive platform that allows consumers and companies to share various types of content such as text, images, audio, and

video in creating two-way communication between companies and customers, aimed at building closer relationships and utilizing consumer intelligence and participation in marketing efforts.

Email Marketing

According to (Ghavamilahiji, 2016: 2) “Email marketing is a communication tool that involves using electronic mail to convey messages to people or groups”. According to (Ali et al., 2015) in (Nawaz & Kaldeen, 2020) “email marketing is a highly responsive tool for promotion and building customer interaction at a low cost”. Meanwhile, according to (Samantary & Pradan, 2020: 2) is as a channel that provides marketers with the opportunity to engage with their consumers by easily customizing content or offers in emails that suit their needs with each object, this helps not only have a better impression of the business but also build stronger loyalty and brand recognition in consumers. Based on the definition that has been presented, it can be concluded that the definition of email marketing is an effective and economical communication tool to build better relationships with customers, increase brand awareness, and encourage consumer interaction and loyalty.

Purchase Intention

According to (Fandy Tjiptono, 2015) in (Nefrida et al., 2022: 7) consumer buying interest reflects the desire and desire of consumers to buy a product. According to (Kotler and Keller, 2016) in (Nefrida et al., 2022: 7) Purchase intention is how likely consumers are to buy a product, brand and service or how likely consumers are to switch from one brand to another. Meanwhile, according to (Ruslim, 2024: 4) Purchase intention is the willingness of consumers and potential consumers to evaluate products or services or services from a brand before deciding to make a purchase. Based on the definitions that have been presented, it can be concluded that the definition of purchase intention is the willingness and desire of consumers to buy a product, brand, or service based on an initial evaluation of its value and benefits.

Research Hypothesis

Research by Yan et al. (2020), Owuor (2022), and Maharani & Astarini (2024) conclude that search engine advertising consistently has a positive and significant effect on purchase intention. This highlights the important role of search engine advertising in increasing consumer interest and influencing their purchase intention.

H1: Search engine advertising has a positive and significant influence on purchase intention.

Studies by Dewi and Fikriah (2024), Azizah and Rafikasari (2022), and Zain et al. (2024) find that content marketing has a positive and significant effect on purchase intention. These findings emphasize the importance of a content-based marketing strategy that is relevant, engaging, and informative in influencing consumer purchase intentions.

H2: Content marketing has a positive and significant influence on purchase intention.

Research by Nawaz & Kaldeen (2020), Priatni et al. (2019), and Siahaan et al. (2022) conclude that social media consistently has a positive and significant influence on purchase intention. Social media plays a crucial role in shaping consumer decisions through engagement, trust, brand interaction, targeted content, and a sense of community, all of which significantly increase the likelihood of a purchase.

H3: Social media has a positive and significant influence on purchase intention.

Studies by Nawaz and Kaldeen (2020), Qotrunnada and Aprilianty (2024), and Pinca et al. (2024) show that email marketing has a positive and significant effect on purchase intention. This emphasizes the effectiveness of personalized, direct communication through email in influencing consumer behavior. By delivering tailored messages and offers, email marketing fosters deeper connections with consumers, increasing engagement and the likelihood of a purchase.

H4: Email marketing has a positive and significant influence on purchase intention.

From the explanation given, the conceptual framework of this research can be described as follows:

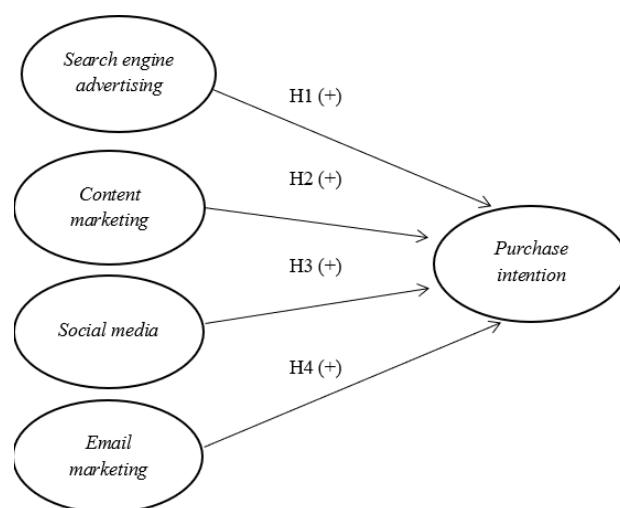


Image 2. Research model

3. Method, Data, and Analysis

This research uses a quantitative approach with a causal design. The sample selection technique used is a questionnaire using a Likert scale of 1-5 (Strongly Disagree - Strongly Agree) and analyzed based on SmartPLS 4.0. This study uses non-probability sampling selection techniques with purposive sampling method which is focused on the criteria of consumers who have purchased Electronic City products who are at least 18 years old and live in Jakarta.

According to (Hair et al., 2022) to analyze exploratory factors, it is usually recommended to have a minimum sample of 100 or 5 to 10 times the number of variables observed. In the study (Hien & Nhu, 2022), incomplete answers from a total of 227 forms received from respondents, became 210 answers that met all the criteria for a complete and informative questionnaire. From the statements of these experts, the researcher concluded that the minimum sample size in this study was 198 respondents.

Outer Model Testing (Validity and Reliability Analysis)

The validity analysis in PLS-SEM is separated into two categories: convergent validity and discriminant validity. Convergent validity is assessed by examining the loading factor, which must be at least 0.7, and the average variance extracted (AVE), which must be at least 0.50 (Hair et al., 2023). Meanwhile, discriminant validity is tested using the Fornell-Larcker criterion and cross-loadings, with one construct having a greater value than the others. The heterotrait-monotrait ratio (HTMT) test must be less than 0.85 (Hair et al., 2023). Cronbach's alpha and composite reliability (at least 0.70) are used to assess reliability (Maholtra, 2020).

Inner Model testing and Hypothesis Testing

Hypothesis testing in this research is measured using path coefficient analysis, and p-value. Path Coefficient analysis measures how much a change in one predictor affects an outcome, assuming all other predictors stay unchanged. The p-value analysis is used to see how significant the results of a study are. At a 5 percent significance level, the p-value must be below 0.05 for the hypothesis to be accepted (Hair et al., 2023).

4. Result and Discussion

Validity, Reliability, and Multicollinearity Testing

Table 1. Results of Convergent Validity and Reliability Testing

<i>Item</i>	<i>Factor Loadings</i>	<i>AVE</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>Composite Reliability</i>
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				(rho-a)	(rho-c)
CM1	0,807	0,665	0,749	0,749	0,856
CM2	0,820				
CM3	0,820				
EM1	0,863	0,761	0,843	0,847	0,905
EM2	0,876				
EM3	0,878				
PI1	0,883	0,753	0,890	0,892	0,924
PI2	0,840				
PI3	0,857				
PI4	0,890				
SEA1	0,857	0,746	0,830	0,831	0,898
SEA2	0,879				
SEA3	0,856				
SM1	0,771	0,618	0,845	0,847	0,890
SM2	0,802				
SM3	0,762				
SM4	0,823				
SM5	0,770				

Based on the findings of the convergent validity and reliability analysis, all variable indicators are acceptable as they meet the criteria. Cronbach's alpha values are above 0.6, while all composite reliability values exceed 0.7. As a result, we can conclude that each variable in this study is reliable.

Tabel 2. Results of Discriminant Validity Testing (Fornell-Larcker Criterion)

ITEM	CM	EM	PI	SEA	SM
CM	0,816				
EM	0,502	0,872			
PI	0,534	0,677	0,868		
SEA	0,405	0,611	0,678	0,864	
SM	0,540	0,693	0,698	0,685	0,786

Table 3. Results of Discriminant Validity Testing (Cross-Loadings)

ITEM	CONTENT MARKETING (X2)	EMAIL MARKETING (X4)	PURCHASE INTENTION (Y)	SEARCH ENGINE ADVERTISING (X1)	SOCIAL MEDIA (X3)
CM1	0,807	0,366	0,421	0,301	0,381
CM2	0,820	0,417	0,440	0,323	0,440
CM3	0,820	0,444	0,446	0,364	0,498
EM1	0,435	0,863	0,539	0,520	0,559
EM2	0,465	0,876	0,600	0,527	0,644
EM3	0,415	0,878	0,627	0,550	0,607
PI1	0,486	0,599	0,883	0,610	0,650
PI2	0,430	0,589	0,840	0,536	0,572

PI3	0,442	0,577	0,857	0,584	0,580
PI4	0,493	0,586	0,890	0,621	0,617
SEA1	0,329	0,520	0,566	0,857	0,586
SEA2	0,328	0,548	0,606	0,879	0,618
SEA3	0,392	0,515	0,585	0,856	0,571
SM1	0,440	0,541	0,500	0,507	0,771
SM2	0,427	0,508	0,562	0,571	0,802
SM3	0,409	0,475	0,519	0,509	0,762
SM4	0,451	0,614	0,582	0,591	0,823
SM5	0,397	0,580	0,572	0,510	0,770

Table 4. Results of Discriminant Validity Testing (Heterotrait-Monotrait Ratio (HTMT))

VARIABLE	CONTENT MARKETING	EMAIL MARKETING	PURCHASE INTENTION	SEARCH ENGINE ADVERTISING	SOCIAL MEDIA
CONTENT MARKETING					
EMAIL MARKETING	0,631				
PURCHASE INTENTION	0,653	0,779			
SEARCH ENGINE ADVERTISING	0,513	0,729	0,788		
SOCIAL MEDIA	0,678	0,817	0,802	0,816	

Based on the results of the discriminant validity testing, the values of the Fornell-Larcker criterion and cross-loading for each indicator correlate more strongly with their respective constructs than with other constructs. In the HTMT test, each variable has a value below 0.85. Therefore, it can be concluded that all variables used are valid.

R2 and f2 Testing

Table 5. Results of R2 Testing

Variabel	R-Square	Information
Purchase Intention (Y)	0,622	Medium

In the R² test, the variables in this study were found to explain 68.2% of purchase intention. So it can be concluded that the explanatory power of this study is moderate.

Table 6. Results of f2 Testing

Variabel	f ²
Search engine advertising (X1)	0,120
Email marketing (X4)	0,079
Purchase intention (Y)	-
Social media (X3)	0,052
Content marketing (X2)	0,047

The remaining 33.8% can be explained by variables not examined in this study. It can be concluded that the purchase intention variable in the test has a moderate value. In the f^2 test, the variables of search engine advertising, content marketing, social media, and email marketing have a large influence on purchase intention.

Hypothesis Testing

Table 7. Results of Hypothesis Testing

<i>Hipotesis</i>	<i>Variabel</i>	<i>Path Coefficient</i>	<i>P-Values</i>	<i>Conclusion</i>
<i>H1</i>	<i>SEA → PI</i>	0,302	0,030	Supported
<i>H2</i>	<i>EM → PI</i>	0,253	0,039	Supported
<i>H3</i>	<i>SM → PI</i>	0,228	0,047	Supported
<i>H4</i>	<i>CM → PI</i>	0,162	0, 039	Supported

The results of the path coefficient and p-value tests reveal that all the examined variables have a significant and positive influence on purchase intention. Search engine advertising shows the strongest impact, with a path coefficient of 0.302 and a p-value of 0.030, highlighting its effectiveness in driving purchase decisions. Social media also contributes positively, with a path coefficient of 0.228 and a p-value of 0.047, followed by email marketing, which demonstrates a strong relationship with purchase intention, as indicated by a path coefficient of 0.253 and a p-value of 0.029. Content marketing, with a path coefficient of 0.162 and a p-value of 0.039, further supports its role in influencing consumer behavior. These results confirm that search engine advertising, social media, email marketing, and content marketing significantly contribute to shaping purchase intention.

H1: Search engine advertising has a positive and significant effect on the purchase intention of Electronic City consumers in Jakarta. This is consistent with the findings of Yan et al. (2020), Owuor (2022), and Maharani & Astarini (2024), who also found that search engine advertising plays a crucial role in influencing consumer purchase decisions. These results suggest that search engine advertising effectively captures consumer attention and encourages purchase behavior at Electronic City.

H2: Email marketing also has a positive and significant effect on the purchase intention of Electronic City consumers in Jakarta. This supports the findings of Nawaz & Kaldeen (2020), Qotrunnada & Aprilianty (2024), and Pinca et al. (2024), who similarly concluded that email marketing contributes to shaping consumer intentions. The personalized and targeted nature

of email marketing strengthens consumer trust and increases the likelihood of purchase among Electronic City customers.

H3: Social media has a positive and significant effect on purchase intention among Electronic City consumers in Jakarta, in line with the results of Nawaz & Kaldeen (2020), Priatni et al. (2019), and Siahaan et al. (2022). These studies highlighted that engagement, brand trust, interaction, and targeted content on social media are key factors that influence consumer decisions. Social media platforms provide an interactive and engaging space for Electronic City consumers to connect with the brand, further driving purchase intention.

H4: Content marketing positively and significantly affects the purchase intention of Electronic City consumers in Jakarta, supporting the findings of Nawaz & Kaldeen (2020), Qotrunnada & Aprilianty (2024), and Pinca et al. (2024). These studies emphasized that relevant, informative, and engaging content effectively builds consumer trust and stimulates purchase intent. By offering value through content, Electronic City can establish a stronger connection with consumers, which ultimately encourages them to make a purchase.

5. Conclusion and Suggestion

The research findings conclude that search engine advertising, email marketing, social media, and content marketing positively and significantly influence purchase intention in the context of Electronic City in Jakarta. Search engine advertising shows the strongest impact by capturing consumers actively searching for products, while email marketing fosters loyalty through personalized communication and promotions. Social media engages consumers and builds communities, and content marketing enhances trust by reducing uncertainty.

To optimize these strategies, Electronic City should use targeted keywords and compelling offers in search ads, present detailed and visually appealing product information in emails, and leverage interactive social media content to boost engagement. Additionally, providing clear, direct information in ads and ensuring redirected content offers valuable insights can strengthen consumer trust and drive purchase intentions effectively.

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