

The Effect of Digital Marketing and Service Quality on Purchasing Decisions at Batik Manggur Probolinggo

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ABSTRACT

Local businesses face tight competition and need modern strategies to attract buyers. This study aims to analyze the impact of digital marketing and service quality on consumer purchasing decisions at a local batik enterprise in Probolinggo City. We applied a quantitative approach to test our framework. We distributed printed questionnaires to all registered consumers to gather primary data. We analyzed the consumer responses using a structural equation modeling technique. Our results indicate that digital marketing has a positive and significant effect on consumer choices. Service quality also provides a positive and significant impact on the purchasing decision. Between these two variables, consumers consider service quality as the most dominant reason for buying the product. Improving online promotions and maintaining excellent customer service successfully encourage buyers to complete their transactions. Local business owners should focus on combining an interactive online presence with helpful personal assistance to secure sales and grow their market.

Keywords: Digital Marketing, Service Quality, Purchasing Decision, Small Business, Batik.

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1. INTRODUCTION

In today's modern and fast-paced era, society strongly prefers instant and practical solutions for their daily needs, including their shopping habits. People can easily access a vast amount of information and buy products just by using their smartphones connected to the internet. This massive shift forces local businesses to adapt to digital trends quickly so they do not lose their market share to bigger competitors. Maintaining customer satisfaction is the main goal for any business because happy customers will naturally return to buy more products and become loyal to the brand. Business owners must realize that business survival heavily depends on how buyers feel when they receive a product or service.

The recent global pandemic significantly changed how people shop, pushing many traditional businesses to move from face-to-face sales to digital platforms. One of the local businesses facing this transformation is UMKM Batik Manggur in Probolinggo City, which produces a unique local batik featuring natural motifs like mangoes, grapes, wind, and a thousand flowers. As a traditional business producing handmade batik, commonly known as batik tulis, UMKM Batik Manggur needs to reach more buyers through online applications and social media to survive in the highly competitive market. Therefore, we want to see how these modern online strategies and their direct

customer service affect the way buyers choose their products. The beautiful philosophy behind their batik patterns deserves a much wider recognition from consumers outside the city.

Literature Review and Previous Research Digital Marketing in the context of UMKM Batik Manggur refers to all promotional efforts and brand-building activities using internet-based platforms to reach a wider audience. To measure this variable, we look at several specific indicators, including the quality of the business website, their activity on social media marketing, and their efforts in mobile application development. Previous research confirms that using digital platforms effectively helps businesses connect directly with buyers and significantly drives positive responses from the market. We can see that moving online is no longer just an option, but a mandatory step for survival.

Service Quality represents the overall excellence of the service provided by UMKM Batik Manggur to meet or exceed the expectations of their batik buyers. We measure this variable using well-known indicators such as tangibles, reliability, responsiveness, and the assurance given to the customers during their shopping experience. Previous research highlights that giving excellent service directly satisfies the buyers and encourages them to trust the business more (Ariyanto, 2020; Fachrul, 2021). Delivering a great shopping experience makes a huge difference in how consumers perceive the brand's true value.

Purchasing Decision is the final stage where consumers evaluate their options and actively decide to buy the handmade batik products from UMKM Batik Manggur. The indicators we use to evaluate this variable include the chosen product, the selected brand, the preferred shopping channel, the exact time of purchase, and the total amount of goods bought. Previous studies emphasize that a well-guided decision process guarantees that consumers will choose a product that fits their specific needs and preferences (Budiyanto, 2016). Understanding this decision process helps sellers tailor their approach to match what the buyers really want.

Gap Analysis and Novelty Statement Even though many scholars have studied business strategies, there is still a noticeable research gap regarding the combination of modern online tools and traditional service in small local industries. Most previous studies only focus on huge corporations or modern tech companies when discussing internet marketing, ignoring how traditional handmade product sellers survive. We see that local businesses dealing with cultural heritage products face very different challenges when trying to mix online promotions with personal customer service. Small enterprises usually lack the massive budget that big companies have to run their online campaigns.

Our study brings novelty by specifically focusing on UMKM Batik Manggur, a unique local business that relies heavily on the cultural identity of Probolinggo City. We combine Digital Marketing and Service Quality as independent variables to see their combined effect on the Purchasing Decision in a highly traditional yet digitizing market. This specific context provides fresh empirical data that shows how a local cultural business can successfully adapt to modern consumer behavior without losing its traditional roots. We highlight how the elements of local wisdom can blend seamlessly with digital sales tactics.

Research Objectives The main objective of our study is to analyze the direct impact of Digital Marketing on the Purchasing Decision at UMKM Batik Manggur in Probolinggo City. We also aim to determine how Service Quality affects the final Purchasing Decision made by the consumers of this traditional batik business. By understanding these relationships, we want to provide practical recommendations for local business owners to improve their sales strategies and maintain their competitive advantage in a digital world. We hope our findings will serve as a clear guideline for similar local enterprises.



Hypothesis Based on our literature review and the problems we identified in the field, we propose several hypotheses to guide our quantitative analysis. We hypothesize that Digital Marketing has a positive and significant effect on the Purchasing Decision, meaning that better online promotions will lead to higher sales. We also hypothesize that Service Quality has a positive and significant effect on the Purchasing Decision at UMKM Batik Manggur. Finally, we suspect that between these two factors, Service Quality exerts a more dominant influence on the consumers' choices compared to their digital marketing efforts.

2. METHOD

We designed this study using a quantitative research method with a causal approach to clearly measure and explain the cause-and-effect relationships between our variables (Rahmansyah et al., 2021, 2022, Elmas et al., 2026). Our main goal is to understand how Digital Marketing and Service Quality directly affect the Purchasing Decision of consumers buying local batik products. We focused our investigation on the customers of UMKM Batik Manggur located in Probolinggo City. When identifying the population, we recorded a total of 100 consumers who have purchased products from this business. Because this population size is relatively small and manageable for our study, we decided to involve everyone rather than taking a small random portion. We selected our sample using a non-probability sampling method, specifically a saturated sampling technique, which means our entire population of 100 consumers serves exactly as our final research sample (Sugiyono, 2022). We chose this specific sampling method to ensure that our final data truly reflects the complete and real perspective of all buyers without any missing information or sampling bias. To gather all the necessary information, we collected both primary and secondary data. We collected the primary data directly from the consumers by distributing structured questionnaires. We asked the respondents to read and answer the statements based on their honest experiences regarding the Digital Marketing they saw, the Service Quality they received, and their final Purchasing Decision. We measured their responses using a standard Likert scale so we could easily convert their subjective opinions into objective numbers for our statistical tests (Sugiyono, 2019). We also gathered secondary data by reviewing the internal documentation of the business to support the primary answers from the questionnaires (Sugiyono, 2019). After we collected all the completed forms from the 100 respondents, we moved on to analyze the numerical data. We used the SmartPLS software to process and run several tests on our model (Dhany & Rahmansyah, 2022; Hudzafidah, Dhany, et al., 2023; Rahmansyah, Hudzafidah, et al., 2024). We evaluated the outer model to check the validity and reliability of our questionnaire items. Once the data was proven valid, we examined the inner model to see the R-square values. Finally, we tested our hypotheses by looking at the path coefficients and significance levels to determine the actual effect of Digital Marketing and Service Quality on the Purchasing Decision (Dhany et al., 2025; Hudzafidah, Rahmansyah, et al., 2023; Rahmansyah, Dhany, et al., 2024; Rahmansyah & Dhany, 2023).

3. RESULTS AND DISCUSSION

RESULTS

Table 1. Average Variance Extracted (AVE) Test Results

Variables	AVE	Requirement	Status
Digital Marketing (X1)	0.682	> 0.5	Valid
Service Quality (X2)	0.707	> 0.5	Valid
Purchasing Decision (Y)	0.689	> 0.5	Valid

Table 1 presents the Average Variance Extracted results for our variables. Our data shows that Digital Marketing has a value of 0.682, Service Quality has 0.707, and the Purchasing Decision



has 0.689. Since all these values are above the minimum requirement of 0.5, we conclude that all variables in our model meet the standard for convergent validity.

Table 2. Outer Loading Test Results

X1	X2	Y	Requirement	Status
0.766	0.871	0.849	> 0.7	Valid
0.858	0.773	0.843	> 0.7	Valid
0.824	0.832	0.876	> 0.7	Valid
0.842	0.883	0.831	> 0.7	Valid
0.836		0.747	> 0.7	Valid

Table 2 displays the outer loading results used to test the validity of each indicator. We find that the loading factors for all indicators across Digital Marketing, Service Quality, and the Purchasing Decision range from 0.747 to 0.883. Because every single value is greater than the required threshold of 0.7, all question items in our research instrument are considered valid and appropriate for measurement.

Table 3. Discriminant Validity Test Results

Variables	(X1)	(X2)	Y
Digital Marketing (X1)	0.826		
Service Quality (X2)	0.124	0.841	
Purchasing Decision (Y)	0.557	0.702	0.830

Table 3 shows the discriminant validity test results for our research model. Our results indicate that the value on the diagonal for each variable, which is 0.826 for Digital Marketing, 0.841 for Service Quality, and 0.830 for the Purchasing Decision, is higher than its correlation with any other variable in the same column. This means our variables have good discriminant validity and measure distinct concepts.

Table 4. Cronbach's Alpha Test Results

Variables	Cronbach's Alpha	Requirement	Status
Digital Marketing (X1)	0.884	> 0.7	Reliable
Service Quality (X2)	0.861	> 0.7	Reliable
Purchasing Decision (Y)	0.886	> 0.7	Reliable

Table 4 presents the Cronbach's alpha values used to measure the reliability of our variables. We see that Digital Marketing scores 0.884, Service Quality scores 0.861, and the Purchasing Decision scores 0.886. All these values are well above the 0.7 standard, confirming that the respondents' answers to our questionnaire are highly reliable and consistent.

Table 5. Composite Reliability Test Results

Variables	Composite Reliability	Requirement	Status
Digital Marketing (X1)	0.915	> 0.7	Reliable
Service Quality (X2)	0.906	> 0.7	Reliable
Purchasing Decision (Y)	0.917	> 0.7	Reliable

Table 5 details the composite reliability test results to further check our model's consistency. The data reveals that Digital Marketing has a value of 0.915, Service Quality has 0.906, and the Purchasing Decision has 0.917. Since these figures are all greater than the 0.7 requirement, we can safely conclude that all variables possess good reliability for our final statistical analysis.



Table 6. R-Square Test Results

Variables	R-Square	Adjusted R-Square
Purchasing Decision (Y)	0.717	0.711

Table 6 provides the R-square and adjusted R-square values for our dependent variable. Our results show an adjusted R-square value of 0.711 for the Purchasing Decision. This number means that Digital Marketing and Service Quality combined can explain 71.1% of the changes in the consumer's Purchasing Decision, while the remaining 28.9% is influenced by other variables not included in this study.

Table 7. Q-Square Test Results

Variables	Adjusted Q-Square
Purchasing Decision (Y)	0.472

Table 7 displays the Q-square test result to assess the predictive relevance of our structural model. We find that the adjusted Q-square value for the Purchasing Decision is 0.472. Because this value is greater than zero, our research model is considered highly accurate in predicting the dependent variable based on the given independent variables.

Table 8. Hypothesis Testing Results

Variables	Original Sample (O)	T-Statistic	P-Values	Requirement	Status
X1 -> Y	0.477	9.339	0.000	> 1.96 and < 0.05	Accepted
X2 -> Y	0.643	14.545	0.000	> 1.96 and < 0.05	Accepted

Table 8 presents the results of our hypothesis testing based on the path analysis. Our data shows that Digital Marketing has a positive and significant effect on the Purchasing Decision, indicated by an original sample of 0.477, a t-statistic of 9.339, and a p-value of 0.000. Service Quality also has a positive and significant effect on the Purchasing Decision, shown by an original sample of 0.643, a t-statistic of 14.545, and a p-value of 0.000. Both hypotheses are accepted because the t-statistics are greater than 1.96 and the p-values are less than 0.05, with Service Quality showing the most dominant influence due to its significantly higher t-statistic value.

DISCUSSION

Digital marketing has a positive and significant effect on purchasing decisions. Based on the data processing results from our study, we find that Digital Marketing has a positive and significant effect on the Purchasing Decision at UMKM Batik Manggur in Probolinggo City. The statistical output shows a positive original sample score along with a t-statistic of 9.339 and a p-value of 0.000, which clearly confirms this strong relationship. We can understand this finding through simple economic logic where modern consumers always look for efficiency and convenience before making a choice. Digital marketing acts as an effective bridge that connects the business directly to the hands of the buyers without requiring them to spend extra time and money traveling to a physical store. When UMKM Batik Manggur actively promotes its unique products using online platforms, they significantly increase the accessibility, interactivity, and informative value of their brand. Consumers can easily scroll through digital catalogs, see the beautiful details of the mango, grape, and wind motifs, and read product descriptions at any time of the day. This easy access to clear information reduces the consumer's doubt and minimizes the perceived risk of buying the wrong item. When consumers feel well-informed and entertained by the online content, their confidence grows, which directly accelerates their process of deciding to buy the local batik.

The reality in the field strongly supports these statistical numbers. Today's society is heavily attached to smartphones and internet access for almost all their daily needs, including shopping for traditional clothing. By implementing digital marketing strategies, UMKM Batik Manggur



successfully adapts to this modern shopping behavior, ensuring that their cultural heritage products remain relevant in a fast-paced era. We observe that interactive digital promotions, such as uploading engaging photos or replying quickly through social media applications, create a strong sense of trust and connection between the seller and the potential buyer. This continuous digital presence means that the brand is always visible whenever consumers are looking for unique gifts or personal clothing. The ability to reach a much wider audience beyond the borders of Probolinggo City without opening expensive new physical branches gives the business a huge competitive advantage. Because the products are marketed in a way that perfectly fits the instant lifestyle of modern society, the probability of consumers finalizing their purchase increases massively, proving that going digital is a highly effective way to secure sales.

Service quality has a positive and significant effect on purchasing decisions. Our results indicate that Service Quality has a positive and significant effect on the Purchasing Decision at UMKM Batik Manggur in Probolinggo City. The hypothesis testing reveals a positive original sample value with a very high t-statistic of 14.545 and a p-value of 0.000, confirming that good service directly boosts sales. The economic rationality behind this finding is that consumers do not just pay for a piece of fabric; they pay for the entire shopping experience. Service Quality covers important aspects like tangible appearance, reliability, responsiveness, assurance, and empathy toward the buyers. Selling traditional and cultural items like handmade batik usually requires a high level of personal interaction. Consumers often ask detailed questions about the meaning behind the Bayuangga patterns, the type of dye used, or the proper way to wash the fabric. When the shop assistants or online admins provide fast, polite, and accurate answers, they deliver a high level of reliability and responsiveness. This excellent service eliminates any hesitation the buyer might have, makes them feel respected and safe, and drastically speeds up their decision to spend their money at the store.

When we look at the reality in the field, this finding makes perfect sense because local craft businesses thrive on customer relationships. UMKM Batik Manggur carries the unique identity of Probolinggo, and when the staff can explain the philosophy of the wind, mango, and grape motifs proudly and clearly, it serves as a strong form of assurance for the customers. Good service creates a positive emotional bond between the seller and the buyer. In a market where many competitors sell similar clothing items, treating the customer warmly becomes the ultimate dealmaker. We see that buyers are willing to complete their transactions and even return for future purchases simply because they feel valued during the process. A friendly and empathetic approach helps consumers overcome any doubts about the price or product fit. If a customer receives poor service, they will easily walk away or cancel their online order regardless of how beautiful the batik is. Maintaining excellent service quality is the most effective way for the business to secure its income and keep its customers happy.

Service quality has a dominant effect on purchasing decisions compared to digital marketing. The final part of our hypothesis testing shows that Service Quality has a dominant effect on the Purchasing Decision at UMKM Batik Manggur compared to Digital Marketing. We draw this conclusion by comparing the t-statistic values of the two independent variables. The t-statistic for Service Quality reaches a massive 14.545, which is significantly higher than the 9.339 scored by the Digital Marketing variable. This statistical dominance provides a very clear message about consumer behavior in the local batik industry. The simple economic logic here is that while digital promotions are great for catching attention and bringing potential buyers to the store or website, the actual human interaction is what seals the deal. Traditional products require a deeper level of trust and emotional involvement from the buyer before they agree to make a purchase. Digital marketing can spark curiosity about the beautiful local patterns, but if the seller fails to provide a convincing, friendly, and reliable service, that curiosity will never turn into a final transaction. The data accurately proves that the human touch and the quality of assistance provided to the consumer hold the strongest power over their wallet.



Connecting this to the reality in Probolinggo City, we observe that buyers of cultural heritage products highly value personal appreciation and clear communication. A customer might see an attractive advertisement for a lotus or wind motif batik on their smartphone, but they will only proceed to buy it if the admin replies quickly, confirms the stock politely, and guarantees a safe delivery process. If the online advertisement is amazing but the customer service is slow or rude, the buyer will immediately cancel their intention to buy. This field reality confirms that Service Quality is the ultimate filter for the Purchasing Decision. For UMKM Batik Manggur, having a team that is responsive, empathetic, and knowledgeable about their own batik philosophy is their most valuable business asset. This dominant effect reminds business owners that while technology and digital tools are important for reaching a wider market, genuine human service remains the most critical factor that actually closes the sale and guarantees business survival.

4. CONCLUSION

Based on our data analysis, we conclude that Digital Marketing has a positive and significant effect on the Purchasing Decision. Our results show that Service Quality also has a positive and significant effect on the Purchasing Decision. We find that Service Quality exerts a dominant effect on the Purchasing Decision compared to Digital Marketing. For future research, we suggest adding other variables that can influence consumer choices, such as customer satisfaction, brand image, or customer trust, and using a different research object with a larger number of respondents.

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