

The Influence of The 7P Marketing Mix Strategy and Digital Marketing on Car Purchasing Decisions at PT. Hadji Kalla Toyota Palopo Branch

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ABSTRACT

Marketing mix helps companies design marketing strategies by paying attention to product, price, distribution, and promotion, while digital marketing uses digital technology to reach consumers directly, both work together to create brand awareness, influence consumer perceptions, and facilitate the purchasing process, influencing purchasing decisions consumers positively. This research aims to determine the influence of 7p marketing mix and digital marketing on car purchasing decisions at Pt. Hadji Kalla Toyota Palopo Branch, either partially or simultaneously. The research approach used in this research is a quantitative approach, namely a direct survey using data collection through questionnaires and observation. The research results show that (1) Marketing mix has no effect on purchasing decisions, with a calculated t value of the marketing mix variable of $1.201 < t$ table value (1.678) and a sig. $0.312 > 0.05$. (2) Digital marketing has a significant positive effect on purchasing decisions, with a calculated t value for the digital marketing variable of $2.553 > t$ table value of 1.678 and a sig value. $0.014 < 0.05$. And (3) Marketing mix and digital marketing simultaneously (together) have a significant effect on purchasing decisions with a calculated F value of 20.233 and a significance of $0.000 < 0.05$.

Keywords: *Digital Marketing, Marketing Mix, Purchasing Decisions*

ABSTRAK

Marketing mix membantu perusahaan merancang strategi pemasaran dengan memperhatikan produk, harga, distribusi, dan promosi, sedangkan digital marketing menggunakan teknologi digital untuk menjangkau konsumen secara langsung, keduanya bekerja sama untuk menciptakan brand awareness, mempengaruhi persepsi konsumen, dan memudahkan proses pembelian, mempengaruhi keputusan pembelian konsumen secara positif. Penelitian ini bertujuan untuk mengetahui pengaruh bauran pemasaran 7p dan pemasaran digital terhadap keputusan pembelian mobil di Pt. Hadji Kalla Toyota Cabang Palopo, baik sebagian maupun serentak. Pendekatan penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif yaitu survei langsung dengan menggunakan pengumpulan data melalui angket dan observasi. Hasil penelitian menunjukkan bahwa (1) Bauran pemasaran tidak berpengaruh terhadap keputusan pembelian, dengan nilai t hitung variabel bauran pemasaran sebesar $1,201 < \text{nilai } t \text{ tabel } (1,678)$ dan sig. $0,312 > 0,05$. (2) Pemasaran digital berpengaruh positif signifikan terhadap keputusan pembelian, dengan nilai t hitung untuk variabel pemasaran digital sebesar $2,553 > \text{nilai } t \text{ tabel sebesar } 1,678$ dan nilai sig. $0,014 < 0,05$. Dan (3) Marketing mix dan digital marketing secara simultan (bersama-sama) berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung sebesar 20,233 dan signifikansi sebesar $0,000 < 0,05$.

Kata kunci: *Digital Marketing, Marketing Mix, Keputusan Pembelian*

INTRODUCTION

The era of entering the global market poses a challenge for local entrepreneurs to improve and offer their services in distributing their products to their target consumer market. The economic changes resulting from the ongoing currency crisis have had a major impact on the country's economy, resulting in radical changes over the past two decades. The construction of state-of-the-art facilities and infrastructure that symbolize the development of science and technology year after year. People are geographically and culturally close to vehicles of various brands, mobile phones, satellite TV, and the internet. These advancements allow businesses to conduct various types of transactions and expand their markets and sources of supply.

The flow of changing times brings people's shopping lifestyle to shift from conventional to online sales site transactions that are affected by the flow of changes in people's lifestyles. The flow of changes in people's shopping styles resulted in many online sales sites which resulted in people getting more information and transacting easily without having to go to the place where the goods or services were sold. This change in consumer behavior is due to the benefits of online purchases which are more practical and efficient in time, energy and cost (Saputra, 2020).

The increasingly complex lifestyle of people is an opportunity that every business can recognize. A wide range of high quality and competitive products. According to (Pratiwi & Sudiksa, 2013) found that the company's ability to survive in the market depends on its competitive advantage. On the other hand, with the current competition, companies naturally determine marketing strategies that can later be applied to increase sales of company products.

As business develops today, challenges and competition are getting sharper in capturing market share, companies are required to be able to empower their resources effectively and efficiently so that companies can have a competitive advantage. Every company organization is expected to be able to develop a marketing strategy to survive in the face of competition, one of which is to have a marketing strategy in the form of a marketing mix with digital marketing. The company's business strategy is expected to have an impact on financial and non-financial benefits, survive in the industry, and to achieve long-term organizational goals (Dewi & Warmika, 2017).

Kota Palopo Dalam 2021 shows that the development of the population of Palopo City increases every year. In 2018 the population reached 180678 people, in 2019 as many as 184614 people, and in 2020 as many as 184681 people. This figure identifies that the needs of the population, including the need for transportation facilities, are also increasing.

Table 1. Source: 1. 2010 and 2020-BPS, SP2010 and SP2020 results 2. 2011-2019-BPS, SP2010 population projection 3. 2021-2022-BPS Palopo city, the result of population projection of Palopo city in May-June mid-year

Kecamatan	Jumlah Penduduk Menurut Jenis Kelamin dan Kecamatan di Kota Palopo (Jiwa)								
	Laki-laki			Perempuan			Jumlah		
	2020	2021	2022	2020	2021	2022	2020	2021	2022
Wara Selatan	9 343	9 593	9 894	9 336	9 570	9 854	18 679	19 163	19 748
Sendana	3 739	3 790	3 859	3 642	3 700	3 776	7 381	7 490	7 635
Wara	15 675	15 864	16 126	15 864	16 046	16 303	31 539	31 910	32 429
Wara Timur	19 126	19 334	19 632	19 218	19 428	19 724	38 344	38 762	39 356
Mungkajang	5 079	5 215	5 378	4 983	5 108	5 260	10 062	10 323	10 638
Wara Utara	10 254	10 378	10 549	10 391	10 510	10 679	20 645	20 888	21 228
Bara	15 337	15 522	15 778	15 323	15 499	15 747	30 660	31 021	31 525
Telluwanua	8 041	8 185	8 368	7 846	7 994	8 182	15 887	16 179	16 550
Wara Barat	5 850	5 901	5 978	5 634	5 694	5 780	11 484	11 595	11 758
Jumlah	92 444	93 782	95 562	92 237	93 549	95 305	184 681	187 331	190 867

Marketing strategy is a marketing program to achieve goals. According to (Kotler & Keller, 2009) marketing strategy consists of making 2 decisions about the relationship between company marketing costs, marketing mix, marketing allocation, and environmental conditions and expected competition. With the rapid development and growth of the automotive industry, especially transportation in the form of cars. Marketing strategy is one of the determining factors. This can be seen from the increasing number of vehicles owned by the community and reflected in the mobility of vehicles on the streets of Palopo City.

According to (Kotler & Armstrong, 2008) marketing is a social process and managerial system in which individuals or organizations get what they need and want through the creation and exchange of value with others.

According to (Siringoringo, 2004) marketing is seen as more of an art than a science, so marketers base their policies on judgment rather than on specific science. An economist's view of marketing is to create a time, place where products are needed or wanted, and deliver these products to meet consumer needs and wants (marketing concept). Marketing Strategy is a plan to enable the Company to optimize the use of its resources to achieve marketing and business objectives.

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According to (Lisdawati, 2017) the marketing mix is a strategy to follow marketing activities, so that the maximum combination is sought so as to bring

maximum results. The marketing mix includes products, prices, locations, and promotions that must be implemented and fully understood by the company in order to continue to grow in a highly competitive environment.

The results of research (Pratiwi & Sudiksa, 2013), the influence of the marketing mix on consumer decisions in purchasing Toyota Avanza cars at PT. Agung Atumall Denpasar shows that partially product, price, place, promotion have a significant effect on buyer decisions.

The results of research (Evan & Christian, 2019), show that product, price, location, and promotion partially have a significant effect on purchasing decisions at Buono Pulp in Surabaya.

PT Hadji Kalla Toyota Palopo Branch which is engaged in sales, admin, and workshops that prioritize the sale of Toyota cars, vehicle service and spare parts sales are required so that employees can promote and sell car products to consumers according to the targets requested by the company.

LITERATURE REVIEW

Marketing Mix Strategy

Marketing strategy is making decisions about marketing costs, marketing mix, marketing allocation in relation to expected environmental conditions and competitive conditions (Tjiptono, 2019). In marketing strategy, there are three main factors that cause changes in marketing strategy, namely:

- a. Product life cycle. The strategy must be adapted to the stages of the life cycle, namely the advertising stage, growth stage, maturity stage and decline stage.
- b. The company's competitive position in the market. The marketing strategy must be adjusted to the company's position in the competition, whether leading, challenging, following or just taking a small part of the market.
- c. Economic situation Marketing strategies must be adjusted to the economic situation and foresight, whether the economy is in a prosperous situation or high inflation.

Marketing has a very important function in achieving company success. In achieving marketing success, every company needs to develop an effective marketing strategy by combining elements in the marketing mix. In the marketing mix (marketing mix) there are variables that support one another which the company then combines to obtain the desired responses in the target market. With this device, the company can influence the demand for its products.

In the marketing mix is divided into four groups, commonly called the "four P's" The four elements of marketing planning, namely product, price, advertising and place are often referred to as the marketing mix) really need to be thought of so that successful marketing can achieve maximum profit. The four are elements the company can control because the company can actually define or control the four elements, here's what the "four P's" look like in general
P" in general:

1. Product Conceptually, a product is a subjective understanding of the producer of something that can be offered as an effort to achieve organizational goals through meeting consumer needs and activities, in accordance with the competence and capacity of the organization and the purchasing power of the market. Coordination between the marketing department and other parts of the company, in this case is very necessary. It is not uncommon for schedule conflicts between the marketing department and the production department of products proposed by the marketing department cannot be produced by the production department at existing facilities. Therefore, the Marketing subtask, especially marketing, is not an easy thing. He has to look at two parties, namely the market (consumers) and the performance of the company. Free Proper coordination between the existing sections is realized Confusion so that each section defines the desires for different consumers.
2. Price, price according to (Kotler, 2005) is one of the most flexible elements of the marketing mix, prices can change quickly unlike products and distribution agreements. Price is the only element of the marketing mix that generates revenue, price is also one of the most flexible elements of the marketing mix in the sense that prices can change quickly. Price can be a consideration for consumers for decision making in buying, but in consumer purchasing decisions, consumers are not only fixated on price but there are other factors, including the quality of trust in certain brands, product packaging, service, and so on (Bauran et al., 2015).
3. Place (Place) The service location used in supplying services to customers is a key decision. The decision about the location of the service used can involve consideration of where the delivery of customer services. There are three types of interactions between service providers and customers related to location assessment, namely: customers come to service providers, service providers come to customers, service providers and customers carry out interactions through intermediaries. Sellers usually say that the key to business success is where they choose to set dealerships in business districts, shopping centers, or dealerships with public facilities.
4. Promotion The main objectives of promotion are to inform, influence and persuade and remind target customers about the company and its marketing mix. This promotion is one of the marketing mix variables that is very important for companies to implement in marketing their products or services. Sometimes the term advertising is used interchangeably synonymous with the term sales, although it is intended financial support. In fact, the term sales only include the activity of transferring goods/services or using sales, not advertising or other demand-raising activities. So. Selling is only part of Promotion.

The four elements of the marketing mix are interconnected and influence each other, so that efforts must be made to produce a marketing policy that leads to effective service and customer satisfaction. So in the marketing mix there are

variables that support one another, which the company then combines to obtain the desired responses in the target market. With these tools the company can influence the demand for its products.

Digital Marketing

Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities carried out. They gradually began to leave the conventional/traditional marketing model to switch to modern marketing, namely digital marketing. Online shopping has been known in Indonesia since the existence of internet facilities, but recently shopping through online systems with the help of people who use internet technology is increasingly popular online shopping shows that the system will improve (Jamaludin et al., 2015).

The development of information and communication technology is increasingly felt by everyone and has changed various sectors including the business sector and the marketing sector. This certainly provides its own challenges and opportunities for business people in marketing using digital media (Watajdid et al., 2021). According to (Tarigan & Sanjaya, 2013) digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, e-mail, AdWords, or social networks. So it can be interpreted that digital marketing or digital marketing is a series of processes to create, communicate, convey value and exchange product reciprocity to customers including branding activities using digital-based media such as blogs, websites, e-mail, AdWords, or social media.

Digital marketing communication and transactions can be done at any time in digital marketing. A survey conducted by (Pradiani, 2017) found that 132.7 million Indonesians have connected to the internet, where currently the internet plays an important role in determining consumer purchasing decisions. The increase in the number of internet and social media users is a huge opportunity for businesses to market their products. Hayden and Herman in (Hermawan, 2012) use the term red-hot, to describe the huge opportunities for marketers in internet marketing. Internet marketing of products can be helped more, because the internet allows a more effective marketing process, faster response and lower costs. Low costs and rapid information dissemination are expected to increase sales so that they can achieve targeted turnover.

Purchase Decision

One of the company's consumer behaviors is interested in purchasing behavior. Getting consumers out of the company's breath. Talking about purchasing behavior is related to answering the question of what to buy where to buy when to buy how much we shop and how often we shop making purchases knowledge of what consumers buy forms the leadership of the product strategy they put into production and the market. Consumer decision making is different types of purchasing decisions. According to (Nugroho, 2003) purchasing decisions are an integration process that combines knowledge attitudes to evaluate two or more alternatives and choose one

of them. Decision making is a systematic approach to the nature of alternatives and taking the right action (Setiadi, 2008).

Complex and expensive purchases may require more attention when shopping for products and other participants. Understanding where and when purchases occur helps Management decide which Distribution and Distribution Channel systems to use to deliver products to consumers. Quantity and frequency information Management can use purchases to formulate competitive product prices. Consumer buying behavior is certainly not limited to all of the above activities. Consumer buying behavior is also bidding Purchase intention picture, which can influence purchase intention who decides to buy Target information for targets to buy, which can influence purchase intention and by whom who decides to buy? will be very useful Planning and deciding on effective promotional strategies. The completeness of this information makes every business great to be in competition.

The purchase decision is the stage of the buyer's decision process, namely when the consumer actually buys the product. Where consumers recognize the problem, seek information about certain products or brands and also evaluate how well each of these alternatives can solve their problems which then leads to a purchase decision (Gunarsih et al., 2021). Online purchasing decisions are purchasing actions taken by consumers after going through a selection process that combines knowledge and evaluates alternative actions (Putri & Marlien, 2022).

The theme of this research is the Effect of Marketing Mix 7P and Digital Marketing on Car Purchasing Decisions at PT Hadji Kalla Toyota Palopo Branch. This research was conducted in 2023.

Theoretical Framework and Hypothesis Development

Theoretical Framework

In this study, the authors tried to describe the effect of marketing mix on purchasing decisions at PT Hadji Kalla Toyota Palopo Branch. After discussing, the authors make a conceptual framework in the form of the following diagram:

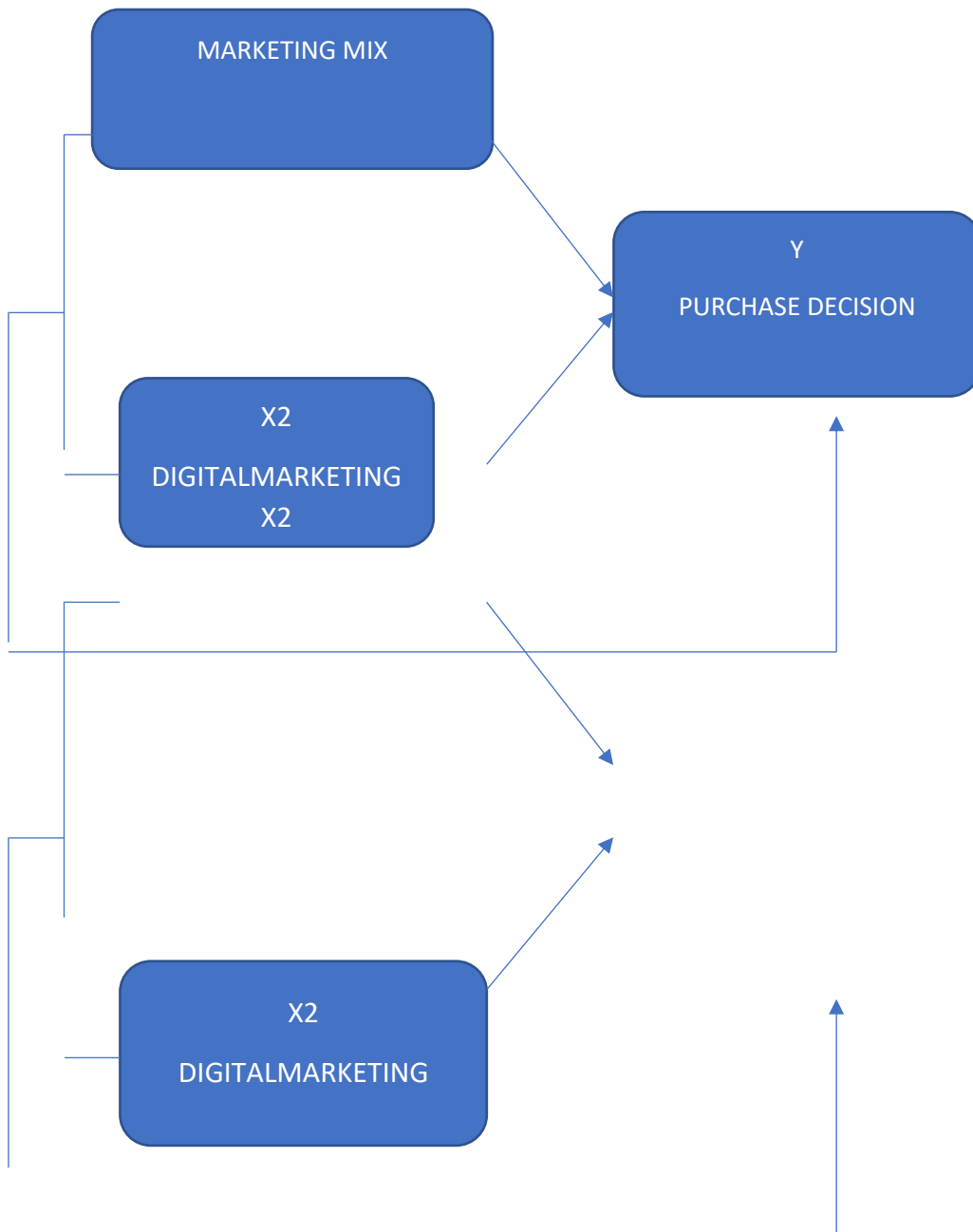


Figure 1. Research Framework

Hypothesis Development

Marketing mix has an influence on purchasing decisions. The better the marketing mix that is applied in the world of commerce, the more favorable the influence on decision making will be. This is reinforced by the results of research (Pratiwi & Sudiksa, 2013), the influence of the marketing mix on consumer decisions in purchasing Toyota Avanza cars at PT. Agung Atumall Denpasar shows that partially product, price, place, promotion have a significant effect on buyer decisions. "It is suspected that marketing mix and digital marketing affect purchasing decisions at PT Hadji Kalla Toyota Palopo Branch".

RESEARCH METHOD

This research was conducted in the city of Palopo with objects at PT Hadji Kalla Toyota Palopo Branch and consumers in Palopo City. Which was carried out for 3 (three) months from December to February 2023-2024. The research approach used in this research is a quantitative approach, namely a direct survey using data collection through questionnaires, and observations to measure the variables to be studied as well as statistical analysis to analyze data and find patterns, relationships or conclusions from the research results in order to determine the effect of the 7P Marketing Mix Strategy and Digital Marketing on Car Purchasing Decisions at PT Hadji Kalla Toyota Palopo Branch. Population and Samples (sampling) used in this study are employees and consumers at PT Hadji Kalla Toyota Palopo Branch. The sampling technique in this study was random sampling. A simple random sample is a sample taken in such a way that each research unit or basic unit of the population has the same chance of being selected as a sample (Singarimbun & Effendi, 1995).

RESULTS AND DISCUSSION

Data Quality Test

1. Data Validity Test

The validity test is an evaluation or measurement process that determines the extent to which a measurement instrument or test is effective in measuring its purpose.

Source: Processed primary data, 2024

From the validity test results above, it shows that all items of each variable are declared valid because the resulting *r* value is greater than the *r* table value of 0.279.

Table 2. Data Validity Test

Variable	Instruments	r calculate	r table	Information
Marketing Mix (X1)	X1.1 Statement	0,789	0,279	Valid
	X1.2 Statement	0,893	0,279	Valid
	X1.3 Statement	0,898	0,279	Valid
	X1.4 Statement	0,869	0,279	Valid
	X1.5 Statement	0,912	0,279	Valid
Digital Marketing (X2)	X2.1 Statement	0,804	0,279	Valid
	X2.2 Statement	0,910	0,279	Valid
	X2.3 Statement	0,891	0,279	Valid
	X2.4 Statement	0,886	0,279	Valid
	X2.5 Statement	0,869	0,279	Valid
Purchase Decision (Y)	Y1 Statement	0,759	0,279	Valid
	Y2 Statement	0,843	0,279	Valid
	Y3 Statement	0,813	0,279	Valid

Y4 Statement	0,755	0,279	Valid
Y5 Statement	0,785	0,279	Valid

Source: Primary data processed, 2024

2. Reliability Test

Reliability test is a method or assessment used to assess the extent to which a measurement instrument or test can produce consistent and reliable data.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Reliability limits	Information
Marketing Mix (X1)	0,921	0,60	Reliable
Digital Marketing (X2)	0,921	0,60	Reliable
Purchase Decision (Y)	0,844	0,60	Reliable

Source: Primary data processed, 2024

In the reliability test results above, it can be concluded that the Cronbach alpha value is > 0.60, meaning that all statements used are reliable.

Classical Assumption Test

1. Normality Test

Normality test is a statistical method used to evaluate the extent to which the data used is normally distributed.

Table 4. Normality Test

Kolmogrov-Smirnov	Unstandardized Residual
N	50
Asymp.Sig.(2-tailed)	0,182

Source: Processed primary data, 2024

Based on the results of the normality test above, the Asymp.Sig. (2-tailed) value is 0.182, meaning that the value obtained is > 0.05 so it can be concluded that the data is normally distributed.

Multiple Linear Regression Test

1. Multiple Linear Regression

Table 5. Multiple Linear Regression Test

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.778	1.495		5.870	.000

Marketing Mix	.154	.151	.201	1.021	.312
Digital Marketing	.380	.149	.503	2.553	.014

a. Dependent Variable : Purchase Decision

Source: Primary data processed, 2024

Based on the results of the multiple linear regression test above, the equation can be obtained, namely as follows:

$$Y = 8.778 + 0.154X_1 + 0.380X_2 + e$$

Based on the equation model above, it can be interpreted as follows:

1. The constant value is 8.778, meaning that if there is no marketing mix and digital marketing, the purchase decision is 8.778.
2. The coefficient b1 is 0.154, meaning that every time there is a one-unit increase in marketing mix, it increases purchasing decisions by 0.154 assuming digital marketing remains.
3. The coefficient b2 is 0.380, meaning that every time there is a one-unit increase in digital marketing, it increases the purchasing decision by 0.154 assuming the marketing mix is constant.

Test (t-Test)

Table 6. T Test

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.778	1.495		5.870	.000
	Marketing Mix	.154	.151	.201	1.021	.312
	Digital Marketing	.380	.149	.503	2.553	.014

a. Dependent Variable : Purchase Decision

Source: Primary data processed, 2024

From the table of t-test results above, it can be seen that the t-value of *the marketing mix* variable is (1.021) which means that the t-value of the variable is < the t-value of the table (1.678) and the value of sig. 0.312 > 0.05, so it can be concluded that *the marketing mix* variable has no influence on the purchase decision. As for the *digital marketing variable*, it shows a calculated t-value (2.553), the value > the t-value of the table (1.678) and the value of sig. 0.014 < 0.05 which means that *the digital marketing* variable has a positive and significant effect on the purchase decision.

Simultaneous Test (Test f)

Table 7. F Test

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	303.510	2	151.755	20.233	.000b
	Residual	352.510	47	7.500		
	Total	656.020	49			

a. Dependent Variable : Purchase Decision

b. Predictors: (Constant), Digital Marketing, Marketing Mix

Source: Primary data processed, 2024

From the table above, it can be seen that the value of f is calculated as (20.233) while the significance value is obtained with a value of 0.000. The results obtained are in accordance with the recognized value, which is not less than 0.05. Thus, *marketing mix* and *digital marketing* simultaneously (together) have a significant effect on purchasing decisions

Coefficient of Determination (R²)

Table 8. Coefficient of Determination

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680a	.463	.440	2.73865

a. Predictors: (Constant), Digital Marketing, Marketing Mix

b. Dependent Variable : Purchase Decision

Source: Primary data processed, 2024

Based on the results of adjusted R Square in the table above is 0.440. This states that 44% of purchase decisions can be explained by independent variables, namely *marketing mix* and *digital marketing*, the remaining 56% are explained by the variables that have been studied.

Discussion

The influence of the marketing mix on purchasing decisions

The marketing mix is a combination of four main elements controlled by a company to influence consumer behavior and achieve marketing goals. Thus, the marketing mix serves as an important framework in effective marketing decision-making.

Based on the results of the research that has been explained earlier, *Marketing Mix* has no influence on purchase decisions, proven in the results of partial tests showing variable calculation t-values *Marketing Mix* $1.201 <$ the t-value of the table (1.678) and the sig value. $0.312 > 0.05$. This research is inversely proportional to the results of research conducted by (Pratiwi & Sudiksa, 2013), which states that partially *product, price, place, promotion* have a significant effect on purchase decisions.

The influence of digital marketing on purchasing decisions

Based on the results of the research that has been explained earlier, *Digital Marketing* has a significant positive effect on purchase decisions, as evidenced by the results of partial tests showing variable calculation t values *Digital Marketing* $2.553 >$ the value of the t-table 1.678 and the value of sig. $0.014 < 0.05$. This research is in line with the research conducted by (Desiyanti, Rika, 2020) states that *Digital Marketing* simultaneously have a significant effect on purchase decisions.

Digital marketing play an important role in consumer purchasing decisions. Consumers can easily access product information, as tailored ads reach them based on preferences and demographics. Direct interaction with brands through social media also influences purchasing decisions. Promotions, discounts, engaging content, and *Mobile Marketing* also plays a key role in influencing consumers. Techniques such as retargeting and the influence of product reviews by other users also contribute to purchasing decisions. Moreover *Digital Marketing* providing an opportunity to educate consumers about the product or service, building a positive long-term relationship.

The influence of marketing mix and digital marketing on purchasing decisions

Based on the results of the analysis, it is known that the value of f is calculated as (20.233) while the significance value is obtained as a value of 0.000. The results obtained are in accordance with the recognized value, which is not less than 0.05. Thus, *marketing mix* and *digital marketing* simultaneously (together) have a significant effect on purchasing decisions

The marketing mix and digital marketing both play a vital role in influencing purchasing decisions. The marketing mix provides a framework for companies to design effective marketing strategies by paying attention to products, prices, distribution, and promotions. On the other hand, digital marketing utilizes digital technology to reach and interact with consumers directly and on target. The two collaborate to create brand awareness, influence consumer perception, and facilitate the buying process, helping companies achieve their marketing goals and influence consumer purchasing decisions.

CONCLUSION

Based on the results of the analysis, the conclusions of this study are:

1. *Marketing mix* had no effect on purchase decision, with a t-value of $1.201 <$ t-value of the table (1.678) and a value of $0.312 > 0.05$.

2. *Digital marketing* has a significant positive effect on purchase decisions, with a t-value of 2.553 > t-value of 1.678 table and a sig. value of 0.014 < 0.05.
3. *Marketing mix* and *digital marketing* simultaneously (together) have a significant effect on purchasing decisions with an F value of 20.233 and a margin of 0.000 < 0.05.

THEORETICAL STUDIES

Fundraising Strategy

Strategy is an overall plan to achieve organizational goals (Nopiardo, 2018). In addition to achieving organizational goals, the strategy also aims to maintain the sustainability of the organization in the environment in which it operates. Strategy is a potential initiative that requires the consideration of key leaders and the resources of a larger organization or company to achieve long-term goals. (David Fred & Forest, 2016). From this understanding, it can be understood that strategy is a plan to achieve the goals that an organization wants to achieve in the future and how to execute an idea and plan that has been made by the organization.

Fundraising is the activity of collecting money for a specific purpose. In language, fundraising means collecting, collecting, or collecting funds, but according to the term fundraising, funds (zakat, infaq, sedekah) and others refer to the process of business or activities related to the collection of resources for. Then distributed and used by those who are entitled to receive it. In addition, fundraising can also be interpreted as any effort made to involve the community in providing support in the form of funds or other resources for a particular activity or what is commonly referred to as a Masu fundraising campaign. Fundraising has five main objectives. Namely: raising funds, attracting donors, attracting supporters, building an organization's brand image, and satisfying donors.

Fundraising strategy is key in a fundraising activity. Through fundraising strategies, community service organizations can learn the stages that need to be implemented to ensure that fundraising activities can be carried out smoothly and successfully (Rachmasari, Nulhaqim, 2016). In the fundraising strategy, there are four stages that must be achieved, the first is determining and targeting muzakki. This stage is carried out to make it easier for Amil to raise funds. This search requires comprehensive information and data on Muslim communities from various aspects such as education, economy, culture and geography. Second, preparing human resources. This stage is carried out to increase the number of competent human resources. Third, building a communication system. At this stage, it is necessary to have a database of muzakki who will later be used as the object of communication and the right media is needed to build a communication system. Fourth, developing the right service system so that the services provided are maximized (Muhammad & Abubakar, 2011).

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Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah

Volume 6 Nomor 11 (2024) 7542 – 7557 P-ISSN 2656-2871 E-ISSN 2656-4351

DOI: 10.47467/alkharaj.v6i11.3837

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