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The Impact of Digital Marketing and Product Quality on Consumer Decisions in Purchasing Ayam Gepuk Pak Gembus

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Abstract

This research seeks to examine the impact of digital marketing and product quality on consumer purchasing decisions at Ayam Gepuk Pak Gembus in Serua Ciputat. The study applies a Systematic Literature Review (SLR) using a qualitative framework by comprehensively evaluating relevant journal publications from 2014 to 2024. Data sources were obtained from open-access academic platforms such as Google Scholar, ResearchGate, and Elsevier (ScienceDirect) through keyword searches including digital marketing, product quality, and purchasing decisions. The selected articles were filtered according to their relevance, research design, and publication standards, and then analyzed thematically to uncover patterns and interconnections among the studied variables. The results demonstrate that digital marketing positively influences purchasing behavior by enhancing brand recognition, stimulating buying interest, and facilitating information access, especially via social media and online food delivery services. Furthermore, product quality – indicated by aspects such as flavor, portion adequacy, cleanliness, and consistency – emerges as a key determinant in both initial and repeat purchase decisions. The findings also highlight a strong interaction between digital marketing and product quality, implying that successful digital marketing efforts must be accompanied by superior product quality to improve customer satisfaction and build long-term loyalty.

Keywords: *culinary business, digital marketing, product quality, purchasing decision*

INTRODUCTION

Advances in information and communication technology have brought significant changes to business marketing strategies, including in the culinary sector. Digital marketing is now a primary means for businesses to reach consumers more widely and efficiently through social media, online ordering platforms, and digital promotional content. Culinary businesses like Ayam Gepuk Pak Gembus in Serua Ciputat are required to adapt to digital-based marketing patterns to increase their competitiveness amidst increasingly fierce competition. Well-managed digital marketing can increase brand awareness, expand market reach, and influence consumers' purchasing decisions. This aligns with the findings of Al-Azzam and Al-Mizeed (2021), who stated that digital marketing, particularly through social media and mobile-based marketing, significantly influences purchasing decisions.

In addition to digital marketing, product quality is a fundamental factor in determining consumer purchasing decisions, particularly in the culinary industry. Product quality at Ayam Gepuk Pak Gembus in Serua Ciputat is reflected in the taste of the chicken, the spiciness of the chili sauce, the texture of the food, the cleanliness, and the consistency of the presentation. A high-quality product will meet consumer expectations and create satisfaction that encourages repeat purchases. Chasanah and Saino (2022) emphasized that superior product quality contributes to increased customer loyalty and strengthens purchasing decisions.

The role of digital marketing in influencing consumer purchasing decisions is also increasingly important with the increasing use of social media and online food ordering platforms. Strategies such as visual product promotion, customer testimonials, and online reviews shape consumers' perceptions of a product's quality before making a purchase. Parasari et al. (2024) stated that digital marketing can increase product visibility while providing consumers with the information they need in their decision-making process. For Ayam Gepuk Pak Gembus in Serua Ciputat, the presence of customer reviews and online ratings is a crucial factor in building consumer trust in the product offered.

Product quality is also a strategic aspect in facing increasingly competitive culinary businesses in the Serua Ciputat area. Quality encompasses product reliability, consistent taste, presentation, and perceived benefits to consumers. Malakiano and Susila (2025) stated that consumer perceptions of product quality have a positive influence on purchasing decisions, even when the product's price is relatively higher than competitors. Thus, the better the product quality perceived by consumers, the more likely they are to choose Ayam Gepuk Pak Gembus as their primary choice over other similar businesses.

While various studies have examined the influence of digital marketing and product quality on purchasing decisions, studies integrating these two factors in the context of local culinary businesses are relatively limited. The synergy between effective digital marketing strategies and superior product quality is believed to strengthen positive consumer perceptions and encourage more stable and sustainable purchasing decisions. Bahri et al. (2024) stated that the combination of digital marketing and product quality plays a crucial role in building customer satisfaction and loyalty, especially in medium- and small-scale businesses that rely on close relationships with consumers.

Based on this description, it is important to conduct research specifically analyzing the role of digital marketing and product quality on purchasing decisions at Ayam Gepuk Pak Gembus in Serua, Ciputat. This study is expected to provide an empirical understanding of how digital marketing strategies and product quality influence consumer behavior and serve as a basis for developing more effective and sustainable business strategies. The purpose of this study is to analyze the influence of digital marketing and product quality on purchasing decisions at Ayam Gepuk Pak Gembus in Serua Ciputat as a basis for formulating strategic recommendations for business managers in increasing competitiveness and customer satisfaction.

METHODS

This study employed a Systematic Literature Review (SLR) approach to comprehensively examine the influence of digital marketing and product quality on

purchasing decisions, specifically in culinary businesses like Ayam Gepuk Pak Gembus in Serua, Ciputat. The SLR method was chosen because it integrates previous research findings in a planned, systematic, and transparent manner, resulting in a more comprehensive understanding than a conventional literature review (Snyder, 2019). This approach enabled researchers to identify patterns of relationships between variables while simultaneously examining relevant theoretical and practical implications for culinary businesses.

The SLR method involved several key steps. First, determining the focus of the study, which analyzed the relationship between digital marketing and product quality and consumer purchasing decisions. The literature search focused on research addressing digital marketing strategies, product quality perceptions, and consumer behavior, particularly in the food sector and culinary MSMEs, which share similar characteristics to Ayam Gepuk Pak Gembus.

Second, establishing study inclusion criteria. Articles used must contain the keywords "digital marketing," "product quality," and "purchase decisions," use a qualitative research approach, be published within the last ten years (2014–2024), and be published in credible journals relevant to the field of marketing and consumer behavior.

Third, the data collection process was conducted through a systematic literature search in openly accessible academic databases, namely Google Scholar, ResearchGate, and Elsevier (ScienceDirect). The search was conducted using a combination of predetermined keywords, and all articles were obtained from sources that do not require special access.

Fourth, the evaluation and selection of articles was carried out through several stages, starting with a review of the title and abstract, followed by an assessment of the research methods and results. This process aims to ensure that the selected articles align with the research objectives and possess adequate methodological quality. Articles that did not meet the inclusion criteria were excluded from the analysis process.

Fifth, the data analysis was conducted thematically to identify patterns of relationships between digital marketing, product quality, and purchase decisions. The analysis focused on the main findings, the conceptual framework used, and the theoretical and practical implications of each study. All analysis results were then synthesized to provide a comprehensive overview of the role of these two variables in influencing consumer purchasing decisions.

Sixth, the research results are presented in the form of a summary of the main findings, which illustrates the contribution of digital marketing and product quality to purchasing decisions. These findings serve as the basis for drawing conclusions and developing strategic recommendations for culinary businesses, particularly Ayam Gepuk Pak Gembus in Serua Ciputat, in developing more effective marketing strategies and improving product quality.

RESULTS AND DISCUSSION

The results of the literature analysis indicate that digital marketing has a positive and significant influence on consumers' purchasing decisions in the culinary business sector. Most studies conclude that the use of social media, online food delivery platforms

such as GoFood, and digital promotional content can increase brand awareness, purchase intention, and purchasing decisions (Sari & Wijaya, 2023; Rahman et al., 2024; Prasetyo, 2023). These findings are consistent with modern marketing theory, which states that digital marketing functions as an interactive communication medium that provides fast and easily accessible information, thereby influencing the consumer decision-making process (Kotler & Keller, 2021).

The dominant elements of digital marketing influencing purchasing decisions include online promotions, product visual displays, customer reviews, and the ease of digital transactions. Several studies emphasize that visual content and interaction on social media are able to attract attention and increase consumers' purchase intention (Lestari & Yuniarti, 2023). This aligns with the AIDA model (Attention, Interest, Desire, Action), which explains that digital promotion can guide consumers from the stage of attention to actual purchasing behavior (Kotler & Armstrong, 2021). In the context of culinary businesses such as Ayam Gepuk Pak Gembus, GoFood and social media platforms serve as the primary sources of information for consumers prior to making a purchase.

In addition to digital marketing, product quality is the most consistently influential variable affecting purchasing decisions. Nearly all reviewed journals state that quality attributes such as taste, portion size, hygiene, consistency, and food presentation significantly influence purchasing decisions and repeat purchases (Putri, 2025; Hidayat & Nuraini, 2022; Dewi et al., 2022). These findings support Tjiptono's (2020) theory that product quality reflects a product's ability to meet consumers' needs and expectations.

The findings also reinforce the Expectancy-Disconfirmation Theory, which explains that consumers compare their initial expectations with the actual performance of a product. If product quality meets or exceeds expectations, consumers experience satisfaction and are more likely to make repeat purchases (Oliver, 2020). In the culinary business context, taste quality, spiciness level, and menu consistency are key factors influencing purchasing decisions, both for first-time purchases and subsequent repurchases.

The analysis further shows that digital marketing plays an important role in shaping consumers' perceptions of product quality. Visual information such as food images, menu descriptions, and customer testimonials on digital platforms create initial expectations regarding product quality (Aaker, 2020). Several studies indicate that attractive digital promotion without being supported by actual product quality may reduce consumer trust (Rahman et al., 2024). This finding is consistent with the concept of Integrated Marketing Communication (IMC), which emphasizes the alignment between marketing messages and consumers' real experiences (Belch & Belch, 2021).

The synthesis of the literature demonstrates a strong synergy between digital marketing and product quality in influencing purchasing decisions. Digital marketing serves as a tool to attract and persuade consumers, while product quality functions as the main determinant of satisfaction and loyalty (Pratama et al., 2024; Amalia & Saputra, 2024). This result supports the Consumer Decision-Making Process theory, which states that purchasing decisions are shaped by both initial information and actual consumption experiences (Kotler & Keller, 2021).

Several studies conclude that effective digital marketing without strong product quality only produces short-term sales increases, whereas high product quality without optimal digital promotion limits market reach (Amalia & Saputra, 2024; Nugroho, 2024). Therefore, the integration of strong digital marketing strategies and superior product quality represents the most effective approach to enhancing purchasing decisions and competitive advantage in the culinary business sector, including Ayam Gepuk Pak Gembus in Serua Ciputat.

Table 1. Main Findings from the SLR

Author & Year	Research Focus	Method	Variables	Main Findings	Relevance to Current Study	Strengths	Limitations
Sari & Wijaya (2023)	Effect of Digital Marketing on Culinary Purchase Decisions	Quantitative (Survey)	Digital Marketing, Purchase Decision	Digital marketing has a significant positive effect on purchase decisions	Supports relationship between digital marketing and purchase decisions	Strong statistical analysis	Does not examine product quality
Rahman et al. (2024)	Digital Marketing and Consumer Trust on GoFood	Quantitative	Digital Marketing, Trust, Purchase Decision	Digital marketing increases trust which influences purchase decisions	Relevant to GoFood platform context	Focus on online food delivery (OFD)	Product quality not included
Putri (2025)	Product Quality and Restaurant Purchase Decisions	Quantitative	Product Quality, Purchase Decision	Product quality significantly affects purchase decisions	Basis for product quality variable	Clear quality indicators	Does not analyze digital marketing
Hidayat & Nuraini (2022)	Product Quality and Consumer Satisfaction in Fast Food	Quantitative	Product Quality, Satisfaction, Purchase Decision	Product quality affects satisfaction and repeat purchase	Relevant to chicken-based culinary business	Fast food focus	Limited research location
Pratama et al. (2024)	Digital Marketing and Product Quality on Purchase Decisions	Quantitative	Digital Marketing, Product Quality, Purchase Decision	Both variables simultaneously affect purchase decisions	Highly aligned with this study's topic	Complete regression model	Not specific to GoFood
Lestari & Yuniarti (2023)	Social Media Influence on Food Purchase	Quantitative	Social Media, Purchase Decision	Visual content and interaction increase buying	Relevant to digital marketing strategy	Focus on digital content	Product quality not measured

Nugroho (2024)	Decisions Digital Experience and Repurchase Intention (OFD)	Quantitative	Digital Experience, Purchase Decision	interest Digital experience influences repurchase decisions	Supports importance of GoFood user experience	Strong theoretical model	Focuses on repeat purchase only
Dewi et al. (2022)	Product Quality and Consumer Loyalty	Quantitative	Product Quality, Loyalty	Product quality increases consumer loyalty	Relevant for repeat purchasing behavior	Clear loyalty variable	Does not address digital marketing
Prasetyo (2023)	Digital Marketing in Culinary SMEs	Quantitative	Digital Marketing, Sales	Digital marketing improves SME sales	Relevant to Ayam Gepuk SME context	SME-based study	Not focused on purchase decision
Amalia & Saputra (2024)	Synergy of Digital Marketing and Product Quality	Quantitative	Digital Marketing, Product Quality, Purchase Decision	Synergy of both variables most effective in increasing purchases	Very relevant to this research	Strong simultaneous analysis	Limited sample size

CONCLUSIONS AND SUGGESTIONS

The study results show that the implementation of digital marketing has a positive impact on consumer purchasing decisions for Ayam Gepuk Pak Gembus, particularly through the use of the GoFood platform, social media, attractive menu visuals, and customer reviews that can increase interest and encourage purchasing actions. In addition, product quality, including taste, portion size, cleanliness, and presentation consistency, has been shown to have a significant influence on purchasing and repeat purchase decisions, in line with the Expectancy-Disconfirmation theory, which states that satisfaction arises when product performance meets or exceeds consumer expectations. The synergy between optimal digital marketing strategies and maintained product quality is the most powerful factor in shaping customer satisfaction and loyalty. Therefore, business actors are advised to develop more creative and informative promotional content on digital platforms, maintain product quality standards continuously, and utilize transaction data and consumer reviews as a basis for evaluating and formulating more appropriate, effective, and sustainable marketing strategies.

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