Original Article

The Effect of Marketing Mix and Digital Marketing on Snackfood Purchasing Decisions at PT. Indofood Fortuna Makmur

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Abstract: The goal of this study is to ascertain how PT Indofood Fortuna Makmur's snack food purchasing decisions are impacted by digital marketing and the marketing mix. The participants in this study were PT Indofood Fortuna Makmur's clientele. This study used a quantitative method to conduct associative research, which is causal in nature. One hundred respondents made up the sample. The analysis technique used in this research is Multiple Linear Regression Analysis. The test results show that Price, Product, Promotion, and Digital Marketing have a significant effect on Purchasing Decisions. Price, Product, Promotion, and Digital Marketing simultaneously effect Purchasing Decisions Snackfood at PT Indofood Fortuna Makmur.

Keywords: Price, Product, Promotion, Digital Marketing, Purchasing Decisions.

I. INTRODUCTION

A) Background

The marketing mix approach (price, product, promotion) has a significant effect on customer Purchasing Decisions. According to Kotler Armstrong (2018, p.79), the marketing mix is a collection of controllable active marketing tools (price, product, promotion) that a company combines to produce the response it wants in the target market. The marketing mix consists of everything a company can do to affect the level of demand for its products.

Company managers need to be able to think creatively and innovatively in order to always give distinction and benefits for their organizations compared to their competitors, as the business competition of today is becoming more and more dynamic, complex, and uncertain. Businesses must do more than only provide high-quality items, they market them at competitive prices and provide easy access to them for consumers in need. Companies also need to develop effective marketing promotions (communications), especially to consumers. Facing increasingly fierce competition and the rapid development of technology requires companies to be able to keep up with developments that occur. Companies that are unable to keep up with the flow of technology will be left behind compared to others. This will greatly effect the development and sustainability of the business, Pangkey et al., (2019; 32). Thus, companies must always be prepared with strategies that can help them in creating consumer buying interest in their products Sukma et al., (2020; 67).

PT Indofood Fortuna Makmur is a company engaged in the production of packaged snacks, including "Jetz, Cheetos, Chitato, Lays, and Qtela". In facing this intense competition, PT Indofood Fortuna Makmur must be able to attract consumer buyers to the products offered. In general, snack food is a food that is very much in demand from children to adults. This snack is a product offered by PT Indofood Fortuna Makmur with a variety of flavours to make it easier for consumers who want to enjoy different flavours.

B) Formulation of The Problem

According to the background of the problem and problem identification, the problem formulation in this research is as follows:

1. Does the price have an effect on Purchasing Decisions for Snackfood at PT Indofood Fortuna Makmur?
2. Does the product have an effect on Purchasing Decisions for Snackfood at PT Indofood Fortuna Makmur?
3. Does the promotion have an effect on Purchasing Decisions for Snackfood at PT Indofood Fortuna Makmur?
4. Does Digital Marketing have an effect on Purchasing Decisions for Snackfood at PT Indofood Fortuna Makmur?

5. Do the Price, Product, Promotion, and Digital Marketing have a significant effect on Purchasing Decisions for Snackfood at PT Indofood Fortuna Makmur?

II. LITERATURE REVIEW

A) Price

Price is about our strategy in setting the price of the product. As mentioned above, for products with strong differentiation, we can set premium prices. Limaksrina and Purba (2017; 44), explain; "Price is the amount of money given to the seller to get the goods purchased but also includes security matters outside of money, such as time, effort (search), psychological risk (cars can crash), additional expenses for guarantees (paying insurance)". According to Tjiptono (2017; 370), price can be defined as the amount of money (monetary units) and or other aspects (non-monetary) that contain certain utilities/uses needed to get a product.

B) Price Indicator

According to Rasyid & Indah (2018; 46), price is a condition where consumers have to give up something to buy a product or service. According to Rasyid & Indah (2018; 48), there are four things that are indicators of price, namely:
  a. Affordability.
  b. Price matches with product quality.
  c. Price competitiveness,
  d. The suitability of price with benefits is seen

C) Product

According to Stanton (2019; 35), a product is a set of physical attributes that can be identified in a tangible form. Kotler and Armstrong (2018;79) state that a product is a set of products and services that a business offers to its intended market. According to Putri (2017; 9), products are anything (including physical objects, services, places, organizations, ideas, or individuals) that producers can or are able to offer to be sought for, bought, used, or devoured by the market in order to satisfy their needs and wants. According to the above definition, the researcher can conclude that a product is anything physical or non-physical that producers offer to be requested, sought, purchased, used or consumed by consumers as a fulfilment of their needs and problems. Product indicators, according to Kotler and Armstrong (2018; 79), are as follows:
  1. Taste quality
  2. Variety of flavors
  3. Attractive packaging
  4. Brand attractiveness
  5. Practicality of packaging
  6. Speed of service
  7. Friendly service

D) Promotion

Lupiyoadi states that "promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing service products" (Usmiar & Nurhamidah, 2019: 87). One of the goals of promotion, a marketing function, is to spread awareness of marketing initiatives that may have an impact on current or future customers and facilitate transactions between consumers and company actors. Noviyani & Andayani (2019: 136) cite Hasan. Based on the aforementioned definition, scholars can deduce that promotion comprises a collection of instruments intended to stimulate consumer purchasing behavior on a big scale and within a short timeframe. Promotion indicators, according to Hamdun & Romadhani (2016: 35), are:
  1. Social Media Marketing Promotion
  2. Word of Mouth Promotion

E) Digital Marketing

The use of the internet as a tool to facilitate two-way contact between buyers and sellers is known as digital marketing. In Oktaviani & Rustandi (2018; 33), Coviello. Businesses may more readily reach consumers who are looking for their products by using digital marketing to market their goods and services. Have virtual, one-on-one conversations with customers to exchange information and get ideas for new goods and businesses. Digital marketing, according to Abdu (2018:45), can assist vendors in producing goods that are high-quality, well-served, and give customers a better experience.

According to Purwana, Rahmi, & Aditya (2017; 34), digital marketing has experienced an evolution from marketing activities using online tools to a process of acquiring consumers, building consumer preferences, product and brand promotion, maintaining consumers, and increasing sales. From the references above, researchers can conclude that digital marketing is the

promotion of products or brands through electronic media. Digital Marketing Indicator, Rahmi & Aditiya (2017; 46) digital marketing indicators are:

   a. Website
   b. Search Engine Marketing
   c. E-mail Marketing
   d. Social Media Marketing

F) Purchasing Decisions

According to Alma (2016:96), purchasing decisions are made by consumers and are influenced by a variety of factors, including politics, technology, financial markets, tangible proof, culture, items, costs, locations, and promotions in order to instil in customers the mentality that they should consider all available information before making decisions on which products to purchase. Kotler and Armstrong (2016: 177) state that purchasing decisions are a part of consumer behavior, which is the study of how individuals or groups decide what to buy and consume and what kinds of goods, concepts, or experiences will best meet their needs.

Kurnia et al. (2016: 37) state Purchasing Decisions are methods or things that individual groups or even organizations do in selecting, purchasing, using, and exploiting goods, services, thoughts, and experiences to fulfill desires or desires. From the references above, researchers can draw conclusions, and Purchasing Decisions are the steps in taking Purchasing Decisions where the purchaser will actually make a purchase. Purchasing Decisions Indicator, according to Katrin & Diyah (2016: 251), there are six dimensions of Purchasing Decisions, namely:
   1. Product selection,
   2. Brand choice,
   3. Choice of distributor,
   4. Purchase amount.
   5. Time of purchase,
   6. Payment method.

III. RESEARCH METHODOLOGY

A) Types of Research

"Research methods are defined as a scientific way to obtain valid data with the purpose of discovery, verification, and development of knowledge so that the results can be used to understand, solve and anticipate problems with specific goals and uses." Sugiyono (2017:2) In this research, the method used is an associative method, which purposes to determine the relationship between two or more variables. This research will explain the relationship between influencing and being effectd by the variables to be researched. In this research, the author analyzes the variables that will be researched, namely the Marketing Mix and Digital Marketing on Snackfood Purchasing Decisions at PT. Indofood Fortuna Makmur. "A population is a broad category made up of items or people with specific attributes that researchers have selected for study in order to draw conclusions." Sugiyono (2017:80): In this research, the population is all customers of PT. Indofood Fortuna Makmur. The sample is part of the population, which is expected to represent the population in the research. According to Sugiyono (2016: 118), the sample in quantitative research represents a subset of the attributes that the population possesses. The sample in this research is part of the total population. For the purpose of providing clarity when disseminating the questionnaire that will be used, the sample for this research must be determined. In this research, 100 customers were sampled.

B) Data Types and Sources

The data used in this research is primary data. Primary data is original data or raw data that the author obtained directly from research in the field. According to Sugiyono (2017:199). Data collection technique, to obtain data in this research, the author distributed a questionnaire. The author distributes questionnaires in the form of statements to respondents. Variables are used to facilitate research so that it starts with a clear goal.

   1. Price Variable (X1)
   2. Product Variable (X2)
   3. Promotion Variable (X3)
   4. Digital Marketing Variable (X4)
   5. Purchasing Decisions Variable (Y)

Table 1: Operational Variables

No.	Variables	Definition	Indicator		Measurement Scale
1.	Price (X_1), (Rasyid & Indah, 2018;46)	Conditions where consumers must give up something to buy	1.	Affordability	Likert
			2.	Price match with product	

No.	Variables	Definition	Indicator	Measurement Scale
		a product or service	quality 3. Price competitiveness 4. Match the price with the benefits	
2.	Product (X₂), (Kotler dan Armstrong 2018, 79)	Developing a product or service must involve defining the benefits contained in the product or service to be offered.	1. Taste Quality 2. Diversity of Flavors 3. Attractive packaging 4. Brand Attractiveness 5. Practicality of packaging 6. Speed of service 7. Friendly Service	Likert
3.	Promotion (X4), (Hamdun & Romadhani, 2016:35)	A collection of tools designed with the purpose of encouraging consumers to purchase products or services on a large scale and quickly	1. Social media promotion 2. Word-of-mouth promotion	Likert
4.	Digital Marketing (X₁), (Rahmi & Aditiya, 2017;46)	Marketing from conventional methods becomes completely digital to reach consumers in a timely and flexible manner.	1. Website 2. Search Engine Marketing 3. Email Marketing 4. Social media marketing	Likert
5.	Purchasing Decisions (Y), (Katrin & Dyah, 2016;129)	Activities in making decisions by consumers when consuming products and individual activities.	1. Product Selection 2. Brand choice 3. Distributor Selection 4. Purchase Amount 5. Purchase Time 6. Payment method	Likert

C) Data Analysis Method

This research uses Multiple Regression analysis. Validity and reliability test in this research use as Ghozali (2016:52), a validity test is a test used to determine whether a questionnaire is valid/valid. "A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure." A tool to evaluate an instrument that serves as a gauge of a variable or construct is reliability evaluation. If a person consistently or steadily responds to the same answers on a questionnaire, it is considered trustworthy Ghozali (2016:47).

D) Descriptive Statistical Analysis

Descriptive statistics are those that describe or illustrate data in order to analyze generally accepted data or generalizations Sugiyono, (2016: 147). The results of this analytical research provide an explanation of the subject discussed without using numerical calculations. Descriptive statistical analysis purposes to transform raw data sets into easy-to-understand information in the form of more concise information, namely in the form of percentage figures.

E) Classic Assumption Test

According to Ghozali (2016:154), the traditional assumption test evaluates statistical hypotheses that multiple linear regression analysis must take into account. A model's suitability to be utilized in research is determined by applying the traditional assumption test. The classic assumption tests used in this research are the normality test, multicollinearity test, and heteroscedasticity test.

F) Multiple Linear Regression Analysis

Multiple linear regression analysis purposes to determine the effect of independent variables, namely Price (X1), Product (X2), Promotion (X3) and Digital Marketing (X4) on the dependent variable on Purchasing Decisions (Y) Snackfood in PT. Indofood Fortuna Makmur. Multiple regression is used if there is one dependent variable and two or more independent variables. By using the following regression equation:

$$Y = a + b_{1X_1} + b_{2X_2} + b_{3x3} + b_{4x4} + e$$

where:
Y = Dependent variable
A = constant number
$b_{1.2}$ = regression coefficient Independent variable
$X_1 = Price$

$X_2 = Product$
$X3 = Promotion$
$X4$ = Digital Marketing
e = error

G) Hypothesis Test

a. Hypothesis Test t (t-Test)

The t-test is used to partially test each variable. This test shows the effect of the independent variable partially on the dependent variable.

b. Hypothesis Test F (F-Test)

The F test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable (Ghozali, 2016: 87). In this research, the F test was conducted to determine the simultaneous effect of the independent variables, Price (X1), Product (X2) Promotion (X3) and Digital Marketing (X4) on the dependent variable Purchasing Decisions (Y).

c. Determination Coefficient Analysis (R^2 Test)

The analysis of the coefficient of determination purposes to find out how far the model's ability is to explain the dependent variable. The coefficient of determination value is between zero and one. To determine the magnitude of the effect of the independent variables (X1, X2, X3) and the dependent variable (Y), the coefficient of determination (R2) is zero and one. When a value is near 1, it indicates that practically all of the information required to forecast the dependent variable's variant is provided by the independent variable.

IV. RESEARCH RESULTS AND DISCUSSION

A) Validity Test

a. Price Variable (X1)

Table 2: Price Variable Validity Test Results (X1)

Indicator	No. Statement	r product moment count	r product moment table	Remarks
Price Affordability	1	0.869	0.361	Valid
	2	0.963	0.361	Valid
	3	0.869	0.361	Valid
Price Compatibility	4	0.558	0.361	Valid
	5	0.963	0.361	Valid
	6	0.963	0.361	Valid
Price Competitiveness	7	0.963	0.361	Valid
	8	0.864	0.361	Valid
	9	0.963	0.361	Valid
Price Match	10	0.644	0.361	Valid
	11	0.781	0.361	Valid
	12	0.963	0.361	Valid

Source: *Primary data that has been processed in 2023*

According to the analysis results, all X2 indicators are greater than 0.361 361, so the statement is valid.

b. Product Variable (X2)

Table 3: Product Variable Validity Test Results (X2)

Indicator	No. Statement	r product moment count	r product moment Table	Remarks
Taste Quality	1	0.744	0.361	Valid
	2	0.664	0.361	Valid
	3	0.755	0.361	Valid
Diversity of Flavors	4	0.599	0.361	Valid
	5	0.686	0.361	Valid
	6	0.652	0.361	Valid
Attractive Packaging	7	0.746	0.361	Valid
	8	0.707	0.361	Valid
	9	0.495	0.361	Valid
Speed of Service	10	0.563	0.361	Valid
	11	0.630	0.361	Valid

	12	0.734	0.361	Valid
	13	0.577	0.361	Valid
Service Friendliness	14	0.549	0.361	Valid
	15	0.532	0.361	Valid

Source: Primary data that has been processed in 2023

According to the analysis results, all X2 indicators are greater than 0.361, so the statement is valid.

c. Promotion Variable (X3)

Table 4: Promotion Variable Validity Test Results (X3)

Indicator	No. Statement	r product moment count	r product moment Table	Remarks
Media social Promotion	1	0.882	0.361	Valid
	2	0.901	0.361	Valid
Word-of-mouth promotion	3	0.784	0.361	Valid
	4	0.811	0.361	Valid

Source: Primary data that has been processed in 2023

According to the analysis results, all X3 indicators are greater than 0.361 so the statement is valid.

d. Digital Marketing Variable (X4)

Table 5: Digital Marketing Variable Validity Test Results (X4)

Indicator	No Statement	r product moment count	r product moment table	Remarks
Website	1	0.780	0.361	Valid
	2	0.563	0.361	Valid
	3	0.409	0.361	Valid
Search engine Marketing	4	0.707	0.361	Valid
	5	0.478	0.361	Valid
	6	0.574	0.361	Valid
Email Marketing	7	0.614	0.361	Valid
	8	0.592	0.361	Valid
	9	0.432	0.361	Valid
Sosial media Marketing	10	0.765	0.361	Valid
	11	0.540	0.361	Valid
	12	0.486	0.361	Valid

Source: Primary data that has been processed in 2023

According to the analysis results, all X4 indicators are greater than 0.361 so the statement is valid.

e. Variable Purchasing Decisions (Y)

Table 6: Purchasing Decisions Variable Validity Test Results

Indicator	No. Statement	r product moment count	r product moment table	Remarks
Product selection	1	0.865	0.361	Valid
	2	0.963	0.361	Valid
	3	0.855	0.361	Valid
Brand Choice	4	0.564	0.361	Valid
	5	0.965	0.361	Valid
	6	0.965	0.361	Valid
Choice of Distributor	7	0.865	0.361	Valid
	8	0.965	0.361	Valid
	9	0.611	0.361	Valid
Exploratory Interest	10	0.767	0.361	Valid
	11	0.965	0.361	Valid
	12	0.965	0.361	Valid
Purchase Amount	13	0.564	0.361	Valid
	14	0.865	0.361	Valid
	15	0.965	0.361	Valid
Purchase Time	16	0.965	0.361	Valid

	17	0.391	0.361	Valid
	18	0.865	0.361	Valid
	19	0.965	0.361	Valid
Payment Method	20	0.965	0.361	Valid
	21	0.865	0.361	Valid

Source: Primary data that has been processed in 2023

According to the analysis results, all Y indicators are greater than 0.361 so the statement is valid.

B) *Reliability Test*
a. Price Variable (X1)
Table 7: Price Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.957	12

Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.957, while the alpha value limit is 0.6. Because 0.957 > 0.6; So it can be concluded that the research question items are reliable.

b. Product Variable (X2)
Table 8: Product Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.859	15

Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.859, while the alpha value limit is 0.6. Because 0.859 > 0.6, it can be concluded that the research question items are reliable.

c. Promotion Variable (X3)
Table 9: Promotion Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.828	4

Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.828, while the alpha value limit is 0.6. Because 0.828 > 0.6, it can be concluded that the research question items are reliable.

d. Digital Marketing Variable (X4)
Table 10: Digital Marketing Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.734	12

Source: Primary data that has been processed in 2023

From the analysis results, there is a Cronbach Alpha value of 0.734, while the alpha value limit is 0.6. Because 0.734 > 0.6, it can be concluded that the research question items are reliable.

e. PurchasinVariable (Y)
Table 11: Purchasing Decisions Variable Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.974	21

Source: Primary data that has been processed in 2023

From the results of the analysis, there is a Cronbach Alpha value of 0.974 while the alpha value limit is 0.6. Because 0.974 > 0.6, it can be concluded that the research question items are reliable. No of item 18 is the number of question items,

C) *Classic Assumption Test Results*

a. Normality Test

Table 12: Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parameters[a,b]	Mean	86.7100000
	Std. Deviation	5.02135800
Most Extreme Differences	Absolute	.082
	Positive	.038
	Negative	-.082
Test Statistic		.082
Asymp. Sig. (2-tailed)		.096[c]

Source: *Primary data that has been processed in 2023*

From the analysis results, the significant value is 0.096. Because the significant result is $0.096 > 0.05$, it can be said to have a normal distribution and meet the normality assumption.

b. Multicollinearity Test

Table 13: Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	63.736	13.331		4.781	.000		
	TotalX1	.306	.128	.225	2.397	.018	.975	1.025
	TotalX2	.334	.185	.170	1.809	.074	.969	1.032
	TotalX3	1.500	.573	.363	2.618	.010	.445	2.250
	TotalX4	.767	.231	.459	3.318	.001	.447	2.240

Source: *Primary data that has been processed in 2023*

From the test results, the tolerance value is $0.975 \geq 0.10$ and the VIF value is $1.025 \leq 10$, the tolerance is $0.969 \geq 0.10$ and the VIF value is $1.032 \leq 10$, the tolerance is $0.445 \geq 0.10$ and the VIF value is $2.250 \leq 10$, tolerance is $0.447 \geq 0.10$ and VIF value $2,240 \leq 10$ thus model above is free from multicollinearity.
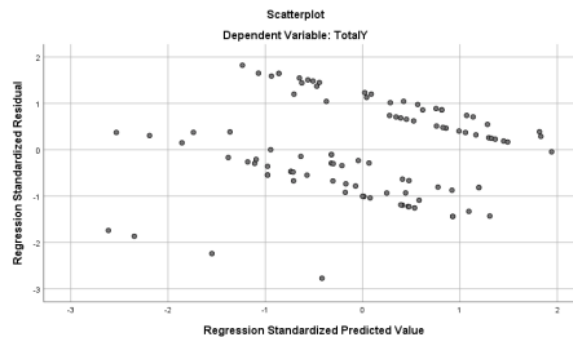
c. Heteroscedasticity Test

Fig. 1 Scatterplot Graphics

It is clear from the preceding graphic that homoscedasticity, or the absence of heteroscedasticity, happens because the point distribution does not follow any specific pattern or flow. This model satisfies the traditional presumption of heteroscedasticity, which is that it lacks heteroscedasticity.

D) *Multiple Regression Analysis Test Results*

Table 14: Multiple Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	63.736	13.331		4.781	.000		
	TotalX1	.306	.128	.225	2.397	.018	.975	1.025
	TotalX2	.334	.185	.170	1.809	.074	.969	1.032

TotalX3	1.500	.573	.363	2.618	.010	.445	2.250
TotalX4	.767	.231	.459	3.318	.001	.447	2.240

Source: Primary data that has been processed in 2023

According to the Multiple Regression Analysis Test Results, the Regression Equation is formed as follows:

Y = 62.736 + 0,306 X1 + 0,334 X2 + 1,500 X3 + 0,767 X4 + e

From the Regression Equation formed above, the interpretation is as follows:

1. A constant value of 62.7366 means that if the independent variables, namely Price, Product, Promotion and Digital Marketing, are constant or do not change, it is suspected that Purchasing Decisions will increase by 62,736.
2. The regression coefficient value X1 = 0.306 means that if prices are further increased while products, promotions and digital marketing are declared constant (no change), then it is predicted that Purchasing Decisions will increase by 0.306.
3. The regression coefficient value X2 = 0.334 means that if the product is further enhanced while the price, promotion, and digital marketing variable is declared permanent (there is no change), then it is predicted that Purchasing Decisions will also increase by 0.334.
4. The regression coefficient value X3 = 1,500 means that if the promotion is further enhanced while the price, product, and digital marketing variable is declared permanent (there is no change), then it is predicted that Purchasing Decisions will also increase by 1,500.
5. The regression coefficient value X4 = 0.767 means that if digital marketing is further enhanced while price, product, and promotion variables are declared fixed (there is no change), then it is predicted that Purchasing Decisions will also increase by 0.767.

E) Hypothesis Test Results

a. Hypothesis Test t (t-Test)

Table 15: T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	63.736	13.331		4.781	.000		
TotalX1	.306	.128	.225	2.397	.018	.975	1.025
TotalX2	.334	.185	.170	1.809	.074	.969	1.032
TotalX3	1.500	.573	.363	2.618	.010	.445	2.250
TotalX4	.767	.231	.459	3.318	.001	.447	2.240

Source: Primary data that has been processed in 2023

The results of the t-test in this research are as follows:

1. For Price Variable t_{count} 2.397 > t_{Table} 1.66, thus Ho is rejected, and Ha is accepted, so price has a significant effect on Purchasing Decisions,
2. For Product Variable t_{count} 1.809 > t_{Table} 1.66071, thus Ho is rejected, and Ha is accepted, so that product has a significant effect on Purchasing Decisions.
3. For Promotion Variable t_{count} 2.618 > t_{Table} 1.66071, thus Ho is rejected, and Ha is accepted, so promotion has a significant effect on Purchasing Decisions.
4. For Digital Marketing Variable t_{count} 3.318 > t_{Table} 1.66071, thus Ho is rejected, and Ha is accepted, so that digital marketing has a significant effect on Purchasing Decisions.

b. Hypothesis Test F (F Test)

Table 16: F Test Results

ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	2496.190	4	624.047	5.460	.001[b]
Residual	10858.400	95	114.299		
Total	13354.590	99			

Source: Primary data that has been processed in 2023

From the calculation results, the Fcount is 5.460 > F_{Table} 2.70; thus, Ho is rejected and Ha is accepted, which means that Price, Product, Promotion and Digital Marketing together have a significant effect on Purchasing Decisions.

c. Coefficient of Determination Test

Table 17: Coefficient of Determination Test Results

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.432[a]	.187	.153	10.691

Source: *Primary data that has been processed in 2023*

The coefficient of determination can be seen in the Adjusted R Square of 0.153, and this result implies that the ability of Price, Product, Promotion and Digital Marketing to explain or influence Purchasing Decisions is 15.3%, while 84.7% (100% - 36, 1 %) Purchasing Decisions are explained by other factors.

F) Discussion

1. Products have a significant effect on Purchasing Decisions,

    This can be seen from the results of processing questionnaire data on 100 respondents, where t_{count} of Product Variable 1.809 > t_{Table} 1.66071; thus, Ho is rejected, and Ha is accepted, so that product has a significant effect on Purchasing Decisions.

    The results of this research are in line with research conducted by Romauli Nainggolan Otniel Suryajaya in 2020, with the research title, The Effect of Product and Price on Purchasing Decisions of Kukki Deli with Online Marketing as a Mediating Variable. The results of product and price research have a significant effect on Purchasing Decisions through online marketing.

2. Promotion has a significant effect on Purchasing Decisions,

    This can be seen from the results of processing questionnaire data on 100 respondents, where the Promotion Variable t_{count} is 2.618 > t_{Table} 1.66071. Thus, Ho is rejected, and Ha is accepted, so promotion has a significant effect on Purchasing Decisions.

    The results of this research are in line with research conducted by Ginta Ryan Saputra, Roswaty, in 2020, with the research title, The Effect of the 4P Marketing Mix on Purchasing Decisions for Retail Fertilizer at Toko Tani Makmur Pagar Alam, South Sumatra, Product, price, place and research results Promotion has a significant simultaneous effect on Purchasing Decisions. Price has a positive but not significant effect, while product, place and promotion have a positive and significant effect on Purchasing Decisions.

3. Digital Marketing has a significant effect on Purchasing Decisions,

    This can be seen from the results of processing questionnaire data on 100 respondents, where the Digital Marketing Variable t_{count} is 3.318 > t_{Table} 1.66071; thus, Ho is rejected, and Ha is accepted so that digital marketing has a significant effect on Purchasing Decisions.

    The results of this research are in line with research conducted by Theresia Pradiani in 2017, with the research title, The Effect of Digital Marketing Systems on Increasing Sales Volume of Home Industry Products. The results of Digital Marketing research have an effect on increasing sales.

4. In the hypothesis test, Price, Product, Promotion and Digital Marketing together have a significant effect on Purchasing Decisions. The results of this research are in line with research conducted by Sri Rahayu, Yayak Heriyanto, in 2021, with the research title, The Effect of Digital Marketing and Promotion Systems on Purchasing Decisions of OTW Ropang in Cempaka Putih, Central Jakarta. The results of Digital Marketing and Promotion research have a significant effect on Purchasing Decisions at Ropang OTW in Cempaka Putih, Central Jakarta.

V. CONCLUSION AND SUGGESTIONS

A) Conclusion

1. Price has a significant effect on Purchasing Decisions Purchasing Decisions Snackfood at PT Indofood Fortuna Makmur.
2. Products have a significant effect on Snackfood Purchasing Decisions at PT Indofood Fortuna Makmur.
3. Promotion has a significant effect on Snackfood Purchasing Decisions at PT Indofood Fortuna Makmur.
4. Digital Marketing has a significant effect on Snackfood Purchasing Decisions at PT Indofood Fortuna Makmur.
5. Price, Product, Promotion, and Digital Marketing simultaneously effect Snackfood Purchasing Decisions at PT Indofood Fortuna Makmur.

B) Suggestions

1. Price,

    Price effects Snackfood Purchasing Decisions, therefore, the Management of PT. Indofood Fortuna Makmur pays attention to the selling price of snackfood products so that sales increase again, especially with similar competitors who sell snackfood products at cheaper prices.

2. **Product,**

Products effect Snackfood Purchasing Decisions; for this reason, PT Indofood Fortuna Makmur should try to innovate products so that sales increase again.

3. **Promotion,**

Promotions effect Snackfood Purchasing Decisions; it is recommended that management further increase promotions; in this way, it is hoped that consumers will buy snackfood products again.

Digital Marketing has an effect on Snackfood Purchasing Decisions; therefore, management needs to try to conduct promotions using Digital marketing, which, of course, is expected to increase sales again.

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