

The Impact of Digital Marketing and Product Pricing on Purchase Intention and Customer Satisfaction

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Abstract

This study aims to analyze the impact of digital marketing and pricing on consumer buying interest and customer satisfaction at three bakery shops in Mataram City: Delicious Mooik, Luna Bakery, and Mirasa Bakery. The research method used is descriptive quantitative with a survey approach. A sample of 105 respondents was taken using accidental sampling technique and analyzed using multiple linear regression with the help of SPSS software. The results showed that digital marketing contributed 30.3% to purchase intention, while pricing had a greater influence, at 54%. When combined, the effect increases to 59.8%. Digital marketing also contributed 32% to customer satisfaction, while pricing had a more dominant impact, at 49.8%. Simultaneously, these two variables influence customer satisfaction by 57.2%. Pricing has a more dominant influence than digital marketing on both dependent variables. The implications of this study indicate that bakery businesses in Mataram City need to prioritize competitive pricing strategies, such as ensuring price compatibility with product quality and benefits. On the other hand, optimizing digital marketing by utilizing social media and e-commerce platforms can increase customer interaction and brand trust, thereby supporting increased customer satisfaction and long-term loyalty. This combination of strategies is important to create sustainable competitiveness in the bakery industry.

Keywords: Digital Marketing; Pricing; Purchase Intention; Customer Satisfaction

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1. Introduction

The rapid development of digital technology has significantly changed the marketing paradigm. Various digital platforms and social media now open up great opportunities for companies to reach a wider range of consumers through a more personalized and interactive approach Shkarlet et al. (2020). Digital marketing has become a major factor that determines the success of a business in the modern era. A well-designed digital marketing strategy allows companies to increase brand awareness while driving transactions Makrides et al. (2020). In addition, utilizing data obtained from online activities provides deeper insight into consumer behavior, so that companies can design relevant and effective marketing campaigns Saura, (2021). Digital marketing not only plays a role in optimizing communication between companies and consumers, but also becomes a strategic tool for creating sustainable relationships and supporting business development that is more innovative and responsive to market needs Deb et al. (2024). The application of digital marketing has had a significant impact in various business sectors. In the retail sector, platforms such as e-commerce and marketplaces increase product accessibility, allowing consumers to compare prices easily, which directly influences purchasing decisions Rosário & Raimundo (2021). Meanwhile, in the tourism industry, digital marketing utilizes visual content and customer testimonials to attract tourists through platforms such as Instagram and YouTube, which can increase travel interest by 35% ElKhatib & Al-Ibrahim (2023).

In addition to digital marketing strategies, effective pricing is also an important factor in achieving business goals. Price not only represents the value of a product or service, but also plays a role in shaping consumer perceptions of quality and brand image Ahmed et al. (2023). In the increasingly fierce business competition, the right pricing strategy can be a major determinant of a company's success. Optimal pricing requires in-depth analysis of various aspects, such as

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production costs, market demand conditions, the level of competition, and brand position in the eyes of consumers Kushariyadi et al. (2024). By considering these factors, companies can formulate pricing strategies that not only support the achievement of maximum profits, but also strengthen product attractiveness in the target market Kopalte et al. (2023). The combination of creative digital marketing and strategic pricing provides a great opportunity for companies to increase competitiveness and strengthen their position in the market (Sudirjo, 2023). Through an integrated approach, companies can build a competitive advantage while ensuring sustainable business growth in the long term Zameer et al. (2022).

Although many studies have examined digital marketing as an instrument to increase buying interest and customer satisfaction, this research still has several gaps that are relevant for further research. One of the main gaps is that most studies tend to focus on large companies or international brands, while studies that specifically examine the impact of digital marketing and pricing on small and medium-sized enterprises (SMEs) are still limited. SMEs have their own characteristics and challenges that differentiate them from large companies, especially regarding limited resources and adaptability to technological advances Estensoro et al. (2022). Therefore, this study makes an important contribution in exploring the impact of digital marketing in smaller business sectors, such as bakeries. In addition, most previous studies have generally only analyzed one aspect, namely the impact of digital marketing or pricing, on consumer purchase intention and customer satisfaction separately. Few studies have considered both aspects together, even though digital marketing and pricing are interconnected factors that simultaneously influence consumer perceptions and preferences.

This study discusses the impact of digital marketing and product pricing on consumer buying interest and customer satisfaction at bakery shops in Mataram, the role of digital marketing and pricing strategies is decisive to attract consumer buying interest while maintaining customer satisfaction levels. If the digital marketing strategy is not appropriate, this can actually lead to dissatisfaction with consumers, such as when the content presented does not match the quality of the product received. Similarly, pricing that does not match consumer expectations or product quality can lead to decreased purchase interest and customer satisfaction. The main challenge in this research is to identify the extent to which digital marketing and pricing influence purchase intention and customer satisfaction directly or indirectly. This research is also faced with the need to understand other factors that may contribute to customer satisfaction, such as product quality, service, and the purchasing experience offered by the bakery. Therefore, this study aims to analyze how digital marketing and pricing can be optimized to have a positive impact on purchase intention and customer satisfaction levels, especially in Bakery Stores in Mataram.

2. Literature Review

The results of the research by Qudus & Sri Amelia (2022) show that product quality, service quality, and price have an effect of 55.8% on the repurchase interest of Ayam Bang Dava consumers, while the most dominant factor influencing the repurchase interest of Ayam Bang Dava consumers is price. The results of the study Sinambela & Hermani (2019) show that partially the variables of service quality and price have a positive and significant effect on repurchase interest. The regression coefficient value on the service quality variable (0.677) and price (0.493). The t-count value of the service quality variable (4.706) and price (4.902). The results of the study Amrulloh & Dahruji (2023) state that Price has a significant influence on Consumer Satisfaction. Meanwhile, Halal Label and Marketing Strategy do not have a significant influence on Consumer Satisfaction. However, the three independent variables still have a positive influence and simultaneously affect the dependent variable, namely Consumer Satisfaction of Bakso Aci Taubat Food.

Az-Zahra & Sukmalengkawati (2022) suggest that effective, consistent, and attractive digital marketing strategies increase consumer interest in products. Suarantalla (2023) further shows that digital marketing has a positive impact on purchase intention, with brand image playing a significant moderating role. Kusuma & Wisarti (2023) state that digital marketing and product quality have a positive impact on consumer buying interest. Masyithoh & Ivo Novitaningtyas (2021) specifically examined the Tokopedia marketplace, revealing that digital marketing explains 39.4% of consumer purchase intention, with website quality being the most influential factor.

Costinot & Martin (2021) explain that the tcount value (1.766) > ttable (1.667), and a significance value of 0.00 < 0.05, it can be concluded that the hypothesis is accepted, meaning that the Price variable has a positive and significant effect on Purchase Intention. Munawaroh & Simon (2023) state that price has a positive and significant effect on customer satisfaction. Bernarto et al. (2022) explain that perceived price fairness has a positive effect on customer satisfaction. The more affordable the price of Japanese restaurant food products, the higher customer satisfaction. The results of the study juniarsih et al (2022) suggest that the statistical test H1 is accepted, the effect of pricing on consumer buying interest Thitung 8.077 > Ttabel 1.978 with a significance level of 0.000 < 0.05. Irawati & Setiawan (2023). shows that

Digital Marketing Strategy has a significant effect on customer satisfaction of Gacoan Noodles in Surakarta, Price has a significant effect on customer satisfaction of Gacoan Noodles in Surakarta.

3. Methods

This research uses descriptive quantitative with a survey approach to describe and analyze the impact of digital marketing and pricing on purchase intention and customer satisfaction. The population in this study are consumers who have bought products at Bakery Stores in Mataram City, such as Luna Bakery, Delicious Mooik, and Mirasa Bakery. The independent variables in this variable are digital marketing (X1) and product pricing (X2), while the dependent variables are consumer buying interest (Y1) and customer satisfaction (Y2). The sampling technique used accidental sampling, namely the sampling technique based on chance meeting with the researcher. The population is not known with certainty, therefore the researcher uses a sampling technique with the slovin formula and obtained 105 respondents. The steps of the research procedure according to Figure 1 below.

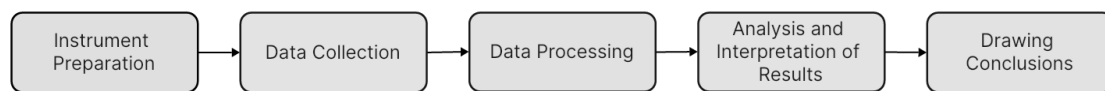


Figure 1. Research procedure

Figure 1 explains that this research instrument is a questionnaire filled out by respondents. Indicator variables for each variable include (1) Digital marketing variable (X_1) consists of interaction on social media, platform usage, trust in digital marketing, easy access to information Mulyansyah & Sulistyowati (2021), (2) Product Pricing Variable (X_2) consists of price affordability, price compatibility with quality, price competitiveness, price compatibility with benefits Mulyana (2021). (3) Purchase Interest Variable (Y_1) consists of transactional interest, referral interest, preferential interest, exploratory interest Arpah et al. (2023), (4) Customer satisfaction variable (Y_2) consists of service quality, product price, ease of accessing products, how to advertise products Mutia & Soliha (2023). This research is measured on an interval Likert scale from score 5 (strongly agree) to score 1 (strongly disagree). The questionnaire results were calculated to determine the descriptive statistical value of each respondent. The data analysis carried out is descriptive analysis used to describe data characteristics, such as average, median, mode, and frequency distribution of questionnaire answers. And conduct multiple linear regression test analysis to analyze the effect of digital marketing variables and pricing simultaneously on purchase intention and customer satisfaction. Researchers use spss software to facilitate the calculation process and reduce the risk of errors in calculations.

4. Result and Discussions

4.1. Data Description

The data collection process in this study used a questionnaire distributed to all Bakery consumers in Mataram City, namely Luna Bakery, Delicious Mooik, and Mirasa Bakery. The number of questionnaires filled out by consumers was 105 respondents based on gender (Women and Men) and based on age from 15 - 50 years. Furthermore, respondent data based on gender is presented in Table 1.

Table 1. Respondent Data Based on Gender

Gender	Frequency	Percentage (%)
Female	70	66.7%
Male	35	33.3%
Total	105	100%

Based on gender in Table 1, it shows that the majority of respondents are female, as many as 70 people or 66.7% of the total 105 respondents, while male respondents totaled 35 people or 33.3%. This indicates that female consumers are more dominant than males. Respondent data based on age can be seen in Table 2.

Table 2 explains that the majority of respondents are in the age range of 15-24 years, as many as 69 people or 65.7% of the total 105 respondents. Respondents in the age range of 24-34 years totaled 27 people or 25.7%, while the 35-50 age group was the least, with 9 people or 8.6%. This data indicates that consumers of bakery shops in Mataram are

dominated by the younger generation, especially in the teenage to early adult age range, which is most likely an age group with a high preference for bakery products. Some of the Bakery Stores that are the focus of respondents' attention are summarized in Figure 2.

Table 2. Respondent Data Based on age

Age	Frequency	Percentage (%)
15-24	69	65.7%
24-34	27	25.7%
35-50	9	8.6%
Total	105	100%



Figure 2. Bakery Shop in Mataram

Based on Figure 2, it shows that the number of respondent visits to each bakery shop in Mataram is as follows: Luna Bakery and Delicious Mooik each have 42 respondent visits, while Mirasa Bakery has a smaller number of respondents, namely 37 people. This shows that Luna Bakery and Delicious Mooik have similar levels of consumer participation in this study, while Mirasa Bakery is slightly behind in terms of the number of respondents involved. This distribution illustrates that consumers' attention to products and services at Luna Bakery and Delicious Mooik tends to be greater than Mirasa Bakery. Furthermore, based on SPSS output for descriptive data analysis of respondents' scores on the impact of digital marketing and product pricing on purchase intention and customer satisfaction can be seen in Table 3.

Table 3. Descriptive Statistics Results

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Digital Marketing	105	53.33	100	82.79	9.85	97.03
Product Pricing	105	53.33	100	81.46	9.51	90.58
Purchase Intention	105	43.33	100	79.80	10.37	107.66
Customer Satisfaction	105	53.33	100	81.61	9.48	89.98
Valid N (listwise)	105					

Table 3 shows that descriptive analysis of respondents' data, Digital Marketing has a minimum score of 53.33 and a maximum of 100.00 with a mean of 82.79, a standard deviation of 9.85, and a variance of 97.03. Product Pricing shows the same minimum and maximum scores (53.33 and 100.00) with an average of 81.46, a standard deviation of 9.51, and a variance of 90.58, which indicates slightly smaller data variation than Digital Marketing. In Purchase Intention, the minimum score was lower at 43.33, with a maximum of 100.00, a mean of 79.80, a standard deviation of 10.37, and a variance of 107.66, indicating higher data variation than other variables. Meanwhile, the Customer Satisfaction variable has a minimum score of 53.33 and a maximum of 100.00, an average of 81.61, a standard deviation of 9.48, and a variance of 89.98, which indicates a relatively small level of data diversity. Overall, all variables have high averages (above 79), indicating respondents' perceptions tend to be positive, with a relatively uniform distribution of data, although Consumer Purchase Intention shows slightly greater diversity. This analysis is based on data from 105 valid respondents.

4.2. Respondent Percentage Level

The percentage level of respondents' perceptions can be seen in Figure 3.

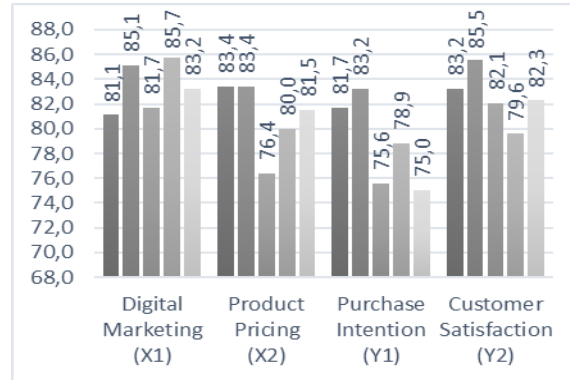


Figure 3. Variable response level

Figure 3 explains that Digital Marketing through social media has significant appeal to consumers, with 85.7% of respondents expressing interest in products that are often promoted through these platforms. However, the ease of access to product information through digital platforms still needs to be improved, although it is at a fairly good level of 79.8%. In the Pricing aspect, consumers tend to be influenced by product prices with the highest value at 84%, while the habit of comparing prices with similar products is at a lower level at 76.4%. In the Purchase intention indicator, it is mainly influenced by reviews from other customers, which has the highest respondent of 84.4%, but the level of recommendation to others is still relatively low at 75%. Finally, Customer Satisfaction is influenced by the suitability of price to product quality with the highest respondent of 85.5%, but the recommendation to shop for family or friends also shows a lower value of 77%. Furthermore, the results of the Pearson correlation spss for the relationship between variables X1 and X2 to Y1 can be seen in Table 4.

Table 4. Correlation Result

Variable	Corelation	R ²	Percentage (%)
X ₁ – Y ₁	0.551	0.303	30.3%
X ₂ – Y ₁	0.735	0.540	54%
X ₁ – X ₂	0.461	0.212	21.2%

Based on the results from Table 4, it can be seen that the relationship between X1 and Y1 has a correlation coefficient of 0.551 which indicates a moderate positive relationship, with a contribution of 30.3% (R² = 0.303) to the variation in Y1. Meanwhile, the relationship between the influence of X1 and Y1 shows a stronger correlation, with a coefficient of 0.735 and a contribution of 54% (R² = 0.540), indicating that X2 is more significant in influencing Y1 than X1. On the other hand, the relationship between the influence of X1 and X2 has a correlation coefficient of 0.461 which also shows a moderate positive relationship, with a contribution of 21.2% (R² = 0.212). Thus, X2 has a stronger influence on Y1, while the relationship between X1 and X2 is relatively weaker. Furthermore, the results of the spss data output of the Determination coefficient for the relationship between variables X1 and X2 simultaneously (together) on Y1 can be seen in table 5.

Table 5. Coefficient Determination

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	,773 ^a	,598	,590	6,64514	1,705	

Table 5 explains that the results of the Coefficient of Determination analysis show that the independent variables, namely X1 and X2, have a strong relationship with Y1, as indicated by the correlation coefficient (R) value of 0.773. The coefficient of determination (R Square) value of 0.598 indicates that 59.8% of the variation in consumer purchase intention can be explained by the two independent variables, while the remaining 40.2% is influenced by other factors

outside the model. So it can be concluded that the two variables X1 and X2 together have a significant positive relationship with Y1. The output results on the effect of X1 and X2 simultaneously (Together) on Y1 with the Ha test F test and sig can be seen in Table 6.

Table 6. Simultaneous Test (F)

		<i>ANOVA^a</i>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6692.629	2	3346.315	75.781	0.000 ^b
	Residual	4504.103	102	44.158		
	Total	11196.732	104			

Table 6 shows that the F value of 75.781 has a high significance. The effect of X1 and X2 simultaneously (together) shows a significance value of 0.000 < 0.05. This shows that the Ha hypothesis is accepted, which means that there is an influence of the X1 and X2 variables together on Y1. Furthermore, the results of the multiple linear regression equation X1 and X2 on Y1 are as shown in Table 7.

Table 7. Multiple linear Regression

		<i>Coefficients^a</i>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.054	6.500		.316	.753	-10.838	14.947		
	X1	.283	.075	.269	3.803	.000	.136	.431	.788	1.270
	X2	.666	.077	.611	8.638	.000	.513	.819	.788	1.270

The output results in Table 7, obtained the regression equation as follows:

$$Y = 2.054 + 0.283X1 + 0.666X2$$

Based on the regression equation where Y1 represents Consumer Purchase Intention, X1 is Digital Marketing, and X2 is Product Pricing. The constant of 2.054 indicates that if the two independent variables are zero, then Consumer Purchase Intention is estimated at 2.054. The regression coefficient shows that each one unit increase in Digital Marketing will increase Consumer Purchase Intention by 0.283 units, while a one unit increase in Product Pricing will increase Consumer Purchase Intention by 0.666 units, assuming other variables are constant. The t test shows that the two independent variables have a positive and significant effect on Consumer Purchase Interest, where Digital Marketing has a t value of 3.803 with a significance value of 0.000, which means that the results have a significant effect because 0.000 < 0.05, so Ha is accepted. While Product Pricing has a t value of 8.638 with a significance value of 0.000, which means that the results have a significant effect because 0.000 < 0.05, so Ha is accepted. This indicates that Product Pricing has a more dominant influence than Digital Marketing in increasing Consumer Purchase Interest, as seen from the higher regression coefficient value and t value. Furthermore, the results of the Pearson correlation spss output for the relationship between variables X1 and X2 to Y2 can be seen in Table 8.

Table 8. Correlation Results

Variable	Corelation	R ²	Percentage (%)
X1 – Y2	0.566	0.303	30.3%
X2 – Y2	0.706	0.540	54%
X1 – X2	0.461	0.212	21.2%

Based on the results from Table 8, it explains that the relationship between variables X1 and Y2 shows a moderate positive correlation with a value of 0.566, which means there is a significant relationship although not very strong, with 32% of the variation in Y2 can be explained by X1 (R² = 0.320). Meanwhile, the relationship between X2 and Y2 is stronger with a correlation of 0.706, reflecting a moderately strong positive relationship, where 49.8% of the variation in Y2 can be explained by X2 (R² = 0.498). Finally, the relationship between X1 and X2 also shows a moderate positive

correlation (0.461), meaning 21.2% of the variation in X2 can be explained by X1 ($R^2 = 0.212$). The results of spss data output Coefficient of Determination for the relationship between variables X1 and X2 simultaneously (together) on Y2 can be seen in Table 9.

Table 9. Coefficient Determination

Model Summary ^b						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson	
1	.756 ^a	.572	.564	6.26510	2.038	

The results of the Coefficient of Determination in Table 9, explain that the variables X1 and X2 have a fairly strong relationship with Y2, with a correlation coefficient (R) of 0.756. This indicates a positive correlation between the independent variable and the dependent variable. The coefficient of determination (R Square) of 0.572 indicates that 57.2% of the variation in Y2 can be explained by the two independent variables, while the remaining 42.8% is explained by other factors not included in the model. So it can be concluded that the two variables X1 and X2 simultaneously have a significant positive relationship with Y2. Furthermore, the output results on the effect of X1 and X2 simultaneously (together) on Y2 by testing Ha F test and sig can be seen in Table 10.

Table 10. Simultaneous Test (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5354.644	2	2677.322	68.209	.000 ^b
	Residual	4003.654	102	39.252		
	Total	9358.298	104			

Based on the output in Table 10, it can be concluded that the F value is 68.209. The effect of X1 and X2 simultaneously (together) shows a significance value of 0.000 < 0.05. This shows that the Ha hypothesis is accepted, which means that there is an effect of the X1 and X2 variables simultaneously (together) on Y2. Furthermore, the results of the multiple linear regression equation X1 and X1 on Y2 are as shown in Table 11.

Table 11. Multiple linear Regression

Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	11.357	6.128		1.853	.067	-.798	23.512		
	X1	.294	.070	.306	4.190	.000	.155	.434	.788	1.270
	X2	.563	.073	.565	7.744	.000	.419	.708	.788	1.270

The output results from Table 11, obtained the regression equation as follows:

$$Y = 11.357 + 0.294X1 + 0.563X2$$

Based on the regression equation, it explains that variables X1 and X2 have a significant influence on Y2, where Y2 represents Customer Satisfaction, X1 is Digital Marketing, and X2 is Product Pricing. The constant of 11.357 indicates that if both independent variables are zero, then customer satisfaction is 11.357. The regression coefficient for X1 of 0.294 indicates that a one unit increase in digital marketing will increase customer satisfaction by 0.294 units, Likewise with X2, which has a regression coefficient of 0.563, indicating that each one unit increase in product pricing will increase customer satisfaction by 0.563 units. The t test shows that the two independent variables have a positive and significant effect on Customer Satisfaction, where Digital Marketing has a t value of 4.190 with a significance value of 0.000 < 0.05, which means that digital marketing has an effect on customer satisfaction, so Ha is accepted. While Product

Pricing has a t value of 7.744 with a significance value of $0.000 < 0.05$, so H_a is also accepted. Based on the standardized coefficient, the effect of Product Pricing on Customer Satisfaction is stronger (Beta = 0.565) than Digital Marketing (Beta = 0.306), which means that product pricing plays a significant role in customer satisfaction, so H_a is also accepted.

4.3. Discussion

4.3.1. The impact of Digital Marketing on Purchase Intention

The effect of digital marketing on buying interest in table 4 explains that the correlation coefficient is 0.551 which shows a moderate positive relationship, it can be stated that the effect of digital marketing is 30.3% on buying interest. Meanwhile, the t test results for the Digital Marketing variable obtained a t value of 3.803 with a significance value of 0.000, using a significance limit of 0.05, so H_a is accepted. Thus, Digital Marketing has an effect on Purchase Interest. This is proven by research Safitri et al. (2022) which states that Digital Marketing and Product Quality have a positive and significant effect on consumer buying interest in the SHOPEE Marketplace during the pandemic simultaneously and partially.

4.3.2. The impact of Product Pricing on Purchase Interest

The effect of product pricing on purchase intention shows a stronger correlation, with a coefficient of 0.735, it can be stated that the effect of product pricing on purchase intention is 54%. In the Product Pricing variable on Purchase Interest, the t value is 8.638 with a significance value of 0.000, using a significance limit of 0.05, so H_a is accepted. Thus, Product Pricing has an effect on Purchase Interest. This is proven by research Tanata & Chirstian (2021) explaining that the t test shows that price has a significant effect on buying interest with a sig value. 0.001, so it can be concluded that the statement that price has a significant effect on buying interest in Hungtata products can be accepted.

4.3.3. The impact of Digital Marketing and Product Pricing on Purchase Intention

The effect of the Digital Marketing variable and the Product Pricing variable in table 5 explains that together they have a strong enough relationship on Purchase Intention with a correlation coefficient value of 0.773 and a coefficient of determination value of 0.598 indicating that 59.8% of the variation in Purchase Intention can be explained by the two independent variables, while the remaining 40.2% is influenced by other factors. This is evidenced in Table 6 that the results of the F value of 75.781 have high significance. The effect of Digital Marketing and Product Pricing simultaneously (together) shows a significance value of $0.000 < 0.05$. This shows that the H_a Hypothesis is accepted, which means that there is an effect of Digital Marketing and Product Pricing simultaneously (together) on Purchase Intention. This research is in line with Ariani et al. (2023) which shows that only product quality and price variables have a significant and positive effect on purchase intention. In contrast, the Digital Marketing variable has an effect. But not significant; simultaneously, the variables of product quality, price and digital marketing have a positive and significant effect on purchase intention.

4.3.4. The impact of Digital Marketing on Customer Satisfaction

The effect of Digital Marketing on Customer Satisfaction in Table 8 shows that the positive correlation is moderate with a value of 0.566, which means that there is a significant relationship even though it is not too strong, with 32% of the variation in Customer Satisfaction can be explained by Digital Marketing. Meanwhile, the t test results for the Digital Marketing variable on Customer Satisfaction obtained a t value of 4.190 with a significance value of $0.000 < 0.05$, which means Digital Marketing has an effect on Customer Satisfaction, so H_a is accepted. This is evidenced by research Cornellya et al. (2023) explaining that digital marketing obtained a tcount> table value ($5.982 > 1.98969$) and a significance value of ($0.000 < 0.05$), Based on the results of the study, it shows that there is a partial influence of digital marketing variables on customer satisfaction Kentucky Fried Chicken (KFC) Probolinggo City.

4.3.5. The impact of Product Pricing on Customer Satisfaction

Product Pricing Variable on customer satisfaction has a stronger relationship with a correlation of 0.706, which reflects a fairly strong positive relationship, where 49.8% of the variation in Customer Satisfaction can be explained by Product

Pricing. Meanwhile, the t value is 7.744 with a significance value of $0.000 < 0.05$, so H_a is also accepted. Thus, Product Pricing has an effect on Customer Satisfaction. This is proven by research Suryaningrat et al. (2021) explaining that the results of the relationship test and the effect of pricing on customer satisfaction, obtained a significant value of $0.000 < 0.05$. So there is a significant relationship between pricing and customer satisfaction. And also the correlation coefficient value is 0.776. Because the value is closer to 1, the relationship between pricing and customer satisfaction is close or strong. Meanwhile, in the test of the effect of pricing on customer satisfaction, the t value of 5.366 is greater than the t table of 1.985 with a significant level of $0.000 < 0.05$. This means that the pricing variable has a positive and significant effect on customer satisfaction at the Top Water refill drinking water depot.

4.3.6. The impact of Digital Marketing and Pricing on Customer Satisfaction

The effect of Digital Marketing and Product Pricing in table 9 explains that simultaneously (together) has a strong enough relationship on the Customer Satisfaction variable with a correlation coefficient of 0.756 and the coefficient of determination of 0.572 indicates that 57.2% of the variation in Customer Satisfaction can be explained by the two independent variables, while the remaining 42.8% is explained by other factors. This is evidenced in Table 10 that the result of the F value is 68.209, showing a significance value of $0.000 < 0.05$. This shows that the H_a Hypothesis is accepted, which means that there is an effect of Digital Marketing and Product Pricing simultaneously (together) on Customer Satisfaction. This is supported by research by Alwan & Alshurideh (2022) explaining that the significant and positive effect of digital marketing on value creation and customer satisfaction.

5. Conclusions

Digital marketing and pricing have a significant influence on purchase intention and customer satisfaction, both partially and simultaneously. Digital marketing contributes to an increase in purchase intention by 30.3% and customer satisfaction by 32%, while pricing has a stronger influence on purchase intention by 54% and customer satisfaction by 49.8%. Simultaneously, these two variables explain 59.8% of the variation in purchase intention and 57.2% in customer satisfaction. Thus, the research hypothesis is accepted, proving that the right digital marketing strategy and pricing policy can significantly increase purchase intention and customer satisfaction.

Based on the overall research results and conclusions obtained, there are several limitations, including the limited object of research which only includes three bakery stores, the use of a quantitative approach with surveys that reduce the depth of analysis of other factors, and only considering two main variables, namely digital marketing and pricing. Therefore, future research is recommended to expand the scope of the research object so that the findings can be more generalized, and consider using a mixed methods approach to gain a deeper understanding of the factors that influence purchase intention and customer satisfaction. The addition of other variables, such as customer loyalty, product quality, and the effectiveness of digital promotion strategies, is also recommended to get a more comprehensive picture of the factors that contribute to marketing success and customer satisfaction. Times New Roman 10pt, before: 6pt, after: 6pt, Line spacing: single

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