



The Effect Of Digital Marketing And Relationship Marketing On Purchasing Decisions With Purchase Intention As A Mediating Variable

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ABSTRACT

The rapid advancement of information technology in today's digital era compels businesses to adapt swiftly to remain competitive in the marketplace. One of the most significantly affected aspects of this transformation is marketing, which is progressively shifting from traditional methods to digital platforms. Digital marketing has emerged as a core strategy for building consumer relationships and influencing purchasing decisions. This study aims to examine the influence of digital marketing and relationship marketing on consumer purchase decisions of Amanda Brownies, with purchase intention serving as a mediating variable. A quantitative approach was employed, utilizing primary data collected through questionnaires distributed to 100 Amanda Brownies consumers who had engaged with the brand via digital platforms. The findings reveal that digital marketing directly influences purchase intention by 34.3% and customer satisfaction by 32.3%. Relationship marketing has a stronger direct impact, influencing purchase intention by 60.7% and customer satisfaction by 21.7%. Furthermore, purchase intention directly contributes 43% to customer satisfaction. In terms of indirect effects, digital marketing influences purchase decisions by 14.8% through purchase intention, while relationship marketing has an indirect effect of 26.1% via the same mediating variable. These results provide valuable insights for business practitioners in designing more effective marketing strategies aimed at increasing consumer interest and converting that interest into purchasing decisions through digital engagement.

INTRODUCTION

The rapid development of information technology in today's digital era forces businesses to keep up with changes in order to compete with other companies. One of the most affected aspects of this development is marketing, which is increasingly shifting from conventional to digital. Digital marketing has become a key strategy in building relationships with consumers and influencing their purchasing decisions. Based on data from the Global Socially Led Creative Agency We are Social (Purnomo & Mustika, 2021) active social media users in Indonesia reached 170 million, which includes platforms such as YouTube (93.8%), WhatsApp (87.7%), Instagram (86.6%), and Facebook (85.5%). Apart from social media, Shopee is also considered as digital marketing, Shopee is an e-commerce platform that allows sellers to market their products online to consumers. According to (Muslikhun, 2024) in 2023, Indonesia became the country with the most Shopee users, namely 103 million users. This data shows that social media has great potential in becoming the main marketing channel for many companies, especially for businesses that want to take advantage of digital transformation to reach a wider range of consumers and build closer relationships with them.

Digital marketing utilizes various online channels, such as search engines, social media, and websites, to interact with consumers directly. It allows companies to develop closer relationships with their customers through the two-way communication that takes place on digital platforms. A consistent approach in presenting product information, promotions, as well as customer reviews will foster consumer buying interest. Previous studies show that effective digital marketing can influence various stages in the consumer buying process, including purchase intention (Andrian, 2019). Consumer purchase interest is often a determining factor in the final purchase decision (Novianti & Saputra, 2023). Relationships built through personalized communication and attractive promotional content can foster consumer trust in brands, which in turn strengthens their desire to buy products (Richadinata & Astitiani, 2021).

This indicates a challenge in optimally utilizing digital e-commerce platforms. Consumers may be attracted to products through promotions on social media, but when switching to online sales platforms, they face barriers that lead to purchase cancellation (Nurfadilah et al., 2024). This weakness is important to note, because it can indicate problems in the execution of digital marketing on e-commerce platforms, such as limited product information, uncompetitive prices, or long delivery times (Munawaroh, 2021).

In today's business world, marketing strategies serve not only to increase sales but also to build and maintain long-term relationships with customers. Amanda Brownies shows how two important strategies, namely digital marketing and relationship marketing, can be combined to increase purchase interest and purchase decisions. This study focuses on how these two strategies influence consumer purchase decisions through purchase intent, using Amanda Brownies as a relevant case study.

Based on relevant previous research, various studies show that digital marketing and relationship marketing have an important role in influencing consumer purchasing decisions. For example, (Tjiptono, 2020) in his research focusing on PT Asuransi Kredit Indonesia found that personal selling and digital marketing have a positive effect on policy purchase decisions, with purchase intention as an intervening variable. Research (Waruwu, 2024) also supports these findings, which show that digital marketing has a significant effect on purchasing decisions in culinary MSMEs in North Surabaya, although relationship marketing has no significant effect. In addition, (Laili & Lilik, 2024) found that digital marketing strategies, product innovation, and brand awareness have a significant influence on consumer purchasing decisions for beverage products "Es Teh Indonesia."

Previous research shows a gap between purchase interest and purchase decisions, although Amanda Brownies has succeeded in attracting consumer attention through digital

marketing and relationship marketing. (Idris, 2023) also underlined the significant positive effect between digital marketing and relationship marketing strategies on consumer purchasing decisions at UD Ayam Potong Cahaya Soppeng. Overall, previous research provides a strong theoretical basis for this research, which aims to further explore how digital marketing and relationship marketing strategies can influence consumer behavior, especially in terms of purchase intention and purchase decisions.

Therefore, this study is to find out more about how digital marketing and relationship marketing strategies on consumer behavior, especially in terms of purchase intention and purchase decisions. With this study, it is expected to provide deeper insights for businesses in the food industry on how to utilize digital technology and customer relationship approaches to improve their business performance.

This gap indicates that a more attractive and effective digital marketing strategy is needed to increase engagement levels, so that purchase intention can be converted into real purchase decisions.

LITERATURE REVIEW

Management is an important process in a corporate environment, which involves certain steps to help the company achieve its goals efficiently and effectively, working with others to achieve organizational goals through the functions of planning, organizing, arranging personnel, leadership, and supervision (Siagian, 2023). (Amruddin et al., 2020) (Amruddin et al., 2020) sees management as the act of optimizing contributions by utilizing human, material, method, financial, and capital resources through the application of management functions to achieve predetermined organizational goals. This perspective is slightly different from previous definitions that consider management as the art of getting work done through other people. This traditional view may not be entirely appropriate in today's complex organizational environment, where management is more than just achieving goals with the help of others. Instead, management involves systematically coordinating, integrating, simplifying, and synchronizing human, material, and method resources by applying management strategies to ensure that organizational goals are achieved effectively and efficiently.

According to (Azizah, 2022) marketing management includes a series of analysis, planning, implementation, and control activities designed to build, develop, and maintain mutually beneficial relationships with target markets in order to achieve long-term business goals. Marketing management plays a role in organizing various marketing activities, so marketing management is very important for business continuity. According to Kotler and Keller, marketing management is defined as the art and science of selecting target markets, as well as maintaining and developing customers by creating, delivering, and communicating superior customer value (Taufik, 2022). In the world of marketing management, information is considered a valuable asset that serves to support research development and nation-building tools. Digital media has become an important platform for expanding various activities, especially in marketing, although awareness among individuals or entrepreneurs regarding the potential of this media is still relatively low. In order to effectively influence or convince customers to buy a product, marketing management needs to understand the characteristics of loyal customers (Abidin & Sofyan, 2023).

The marketing mix is defined as a combination of four core elements essential to a company's marketing system: product, price, promotion, and distribution. These elements need to be carefully integrated and coordinated to help companies carry out their marketing responsibilities effectively. Therefore, companies or organizations not only need to choose the best combination but also ensure the coordination of all elements of the marketing mix in order to implement marketing programs successfully.

Digital Marketing

Current technological developments are changing marketing strategies towards a more modern direction known as digital marketing (Astuti et al., 2023). According to (Watajdid et al., 2021) digital marketing is the use of the internet and connected digital technology to support traditional communication in order to achieve marketing goals. By implementing digital marketing, companies can better understand consumers, including their profiles, behavior, values, and loyalty levels. In addition, digital marketing allows for the integration of more targeted communications and the provision of online services tailored to individual needs.

Basically, digital marketing is a marketing activity that utilizes internet-based digital media, such as websites, social media, email, databases, mobile or wireless devices, and digital television. The goal is to expand target consumers and understand the profile, behavior, product value, and loyalty of target customers or consumers in order to achieve marketing goals (Rahmadana, 2021, p. 21).

Digital customer value is no longer limited to the functional benefits of goods and services; it now involves the overall customer experience they have while currently interacting with the brand, such as the ease of finding information, the speed of service, and their ability to customize their experience. (Dora, Y.M., 2024)

Relationship Marketing

Relationship marketing is a marketing concept that emphasizes the creation, maintenance, and development of sustainable long-term relationships between sellers and buyers. This approach differs from transactional marketing, which focuses only on single transactions without considering the potential for long-term relationships in the future. According to Kotler and Keller (Santoso et al., 2024) relationship marketing plays an important role in maintaining relationships between sellers and buyers at every stage of the process, from before, during, to after the transaction. In this approach, aspects of continuous communication and trust between both parties are highly considered to ensure stronger attachment and high loyalty from customers.

Relationship marketing aims to create and maintain mutually beneficial relationships between companies and various stakeholders, including customers, employees, suppliers, distributors, and other relevant parties. According to (Santoso et al., 2024) in the context of service marketing, relationship marketing plays an important role in establishing relationships that support long-term business continuity by facilitating ongoing communication and cooperation. This strategy prioritizes customer satisfaction and loyalty through improved service quality, delivery accuracy, and optimal distribution channels.

Purchase Decision

According to the general theory (Grand Theory), a purchase decision is a person's attitude in deciding to buy or use a product, both in the form of goods and services, which is believed to provide satisfaction and is accompanied by a willingness to bear the risks that may arise. Consumers make purchasing decisions every day, and marketers need to understand the factors that consumers consider in making these decisions. This process involves assessing and selecting from various existing alternatives, taking into account certain interests, and finally choosing the option that is considered the most profitable. The purchase decision is the stage where consumers actually make a purchase after going through the decision-making process. This decision making includes individual activities that are directly involved in finding information and using the products offered (Idris, 2023).

(Mardikaningsih, 2019) explains that purchasing decisions can be seen as a risk assessment process, where consumers try to reduce uncertainty by seeking more information and evaluating the benefits of the various alternatives available. Consumers will choose products that are believed to have low risk and high benefits, which can provide satisfaction according to their expectations.

Purchase Intention

Purchase intention is a consumer's desire or plan to buy a product or service in the future. According to Anwar (Achsa & Dewi, 2021) consumer purchase interest is a planning that will be carried out by consumers in making a product purchase by considering four aspects, namely the number of product components needed within a predetermined period of time, brand, and the point of view of consumers when using the product.

(Sutedjo, 2021) defines purchase intention as a consumer attitude that arises after evaluating information about available products, which then encourages them to make purchasing decisions. Purchase interest is often influenced by consumer perceptions of the value and benefits of the product, thus creating a tendency to choose certain products over others.

According to (Sutedjo, 2021) purchase interest is part of the consumer decision-making process related to the intention to make a purchase. This purchase interest is not only influenced by internal consumer factors, such as motivation and perception, but also by external factors such as social influence and previous experience. Thus, purchase intention can be defined as the desire or tendency to buy a product based on a comprehensive evaluation of the product.

METHODS

Research methods are systematic ways used to collect, process, and analyze data in order to answer research questions and achieve set goals. This research uses the type of field research (field research), namely research conducted in the scene or field where symptoms occur. The approach used is a quantitative approach. The quantitative approach determines the level of influence of variables by means of measurement (Adil, 2023, p. 14). Quantitative methods are generally divided into two types: descriptive, which aims to describe or explain the characteristics of the data, and verification, which is used to test the relationship or influence between variables. In this study, the descriptive method is used to describe the relationship between digital marketing and relationship marketing variables with purchase intention and purchase decision, while the verification method is used to test the influence between these variables (Sahir, 2022, p. 3).

The data analysis techniques used include descriptive and verification analysis. Descriptive analysis was carried out to obtain an overview of the data through the average value and frequency distribution of each variable. Meanwhile, verification analysis is carried out using the path analysis method, which aims to determine the direct and indirect effects of digital marketing and relationship marketing on purchasing decisions through purchase intention (D. Firmansyah & Dede, 2022). In this study, hypothesis testing was carried out using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), or abbreviated as SEM-PLS. Each hypothesis will be analyzed using the SmartPLS version 3.0 application to test the relationship between variables. SEM-PLS is an alternative to SEM analysis that is more flexible, allowing the use of data that is not normally distributed, so PLS-SEM is known as a lighter modeling technique in terms of measurement requirements, sample size, and residual distribution (Rahadi, 2023).

In general, covariance-based SEM relies on the difference between the estimated covariance matrix and the sample covariance matrix. In contrast, SEM-PLS focuses on the components or variances of the explained endogenous latent variables, with partial model estimation using Ordinary Least Squares (OLS) regression iterations. In SEM-PLS, the latent variable value is estimated based on a linear combination of the manifest variable indicators associated with the latent variable. The main purpose of using SEM-PLS is to maximize the variance of the endogenous (dependent) latent variable, which is different from covariance-

based SEM which focuses on reproducing the covariance matrix without emphasizing the explained variance.

RESULTS

The research was conducted by answering the hypothesis regarding the effect of digital marketing (X1) and relationship marketing (X2) on purchasing decisions (Y), through purchase intention (Z) as a mediating variable.

Table 1 Characteristics of Respondents Based on Gender

No	Gender	Total	Persentase
1	Female	83	83%
2	Male	17	17%
Total		100	100%

Source: Researcher's Data Processing 2025

Table 2 Characteristics of Respondents Based on Age

No	Age	Total	Persentase
1	< 25 Tahun	8	8%
2	25-35 Tahun	24	24%
3	36-45 Tahun	56	56%
4	> 45 Tahun	12	12%
Total		100	100%

Source: Researcher's Data Processing 2025

Table 3 Characteristics of Respondents Based on Occupation

No	Last Education	Total	Persentase
1	Students	8	8%
2	Housewife	57	57%
3	Civil Servant/Private	12	12%
4	Self-employed	9	9%
5	Others	14	14%
Total		100	100%

Source: Researcher's Data Processing 2025

Based on the results of data processing from questionnaires distributed to respondents of prospective Amanda Brownies consumers in the Shopee marketplace, the results show that the most respondents are housewives, namely 57%. Respondents with the least number are students. The results of the characteristics obtained indicate that there are many housewives who will make purchases at Amanda Brownies at Shopee. In contrast to students who are not too critical because they only consider price and flavor comparisons.

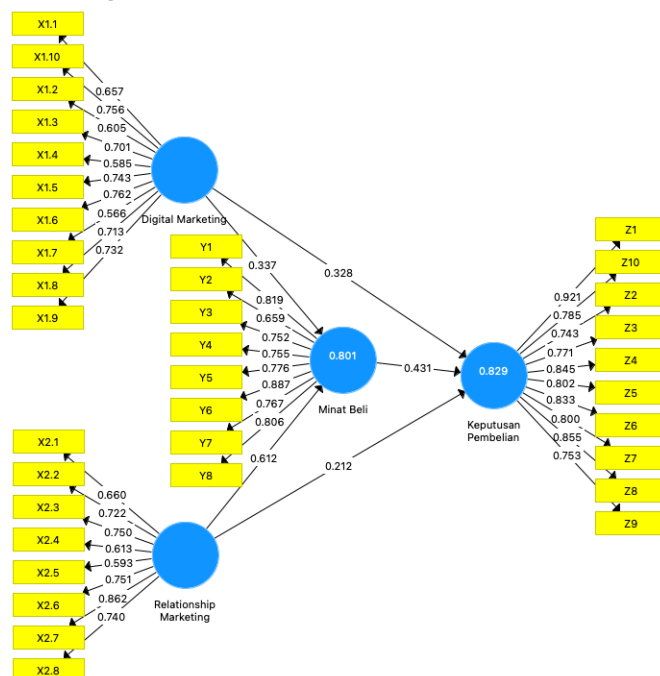
In addition, the Average Variance Extracted (AVE) test is also carried out, where each construct must have an AVE value of more than 0.5 to meet the validity criteria. Based on the previous description, it can be concluded that all Loading Factor values of the indicators used in the research conducted meet the Convergent Validity requirements. The requirement that must be met to carry out the next test is that all indicators have a value > 0.5. The following are the results of testing the Average Variance Extracted (AVE) value

Table 4 Uji Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	0,868	0,883	0,894	0,501
Purchase Decisions	0,942	0,944	0,951	0,660
Purchase Interest	0,907	0,909	0,925	0,608
Relationship Marketing	0,861	0,873	0,893	0,513

Source: Researcher's Data Processing 2025

The research variables have met the outer model requirements to answer the research hypothesis. The AVE value shows that it has met the requirements with the value of each variable > 0.50. The research conducted uses the Average Variance Extracted (AVE) value to become reliable data and answer the research hypothesis.

Figure 1 Variance Extracted

Source: Researcher's Data Processing 2025

The study used Discriminant Validity to determine that each variable has a different construct and does not show a high correlation. This validity can be said to be achieved if two instruments designed to measure two constructs that are thought to be unrelated, actually produce scores that are not significantly correlated.

Table 5 Nilai Cross Loading Fornell-Larcker Criterion

	Digital Marketing	Purchase Decision	Purchase Interest	Relationship Marketing
Digital Marketing	0,779			
Purchase Decision	0,833	0,812		
Purchase Interest	0,804	0,878	0,780	
Relationship Marketing	0,758	0,835	0,867	0,716

Source: Researcher's Data Processing 2025

namely testing on discriminant validity obtained the results of each construct > 0.70 . These results indicate that the research has met the validity requirements. The questionnaire data obtained [there is research conducted is reliable data and answers research questions and hypotheses. Furthermore, the research tested the reliability value of the research.

Reliability test is conducted to measure the consistency of indicators in the model, which is analyzed reflectively using the composite reliability value. The higher the reliability value, the more consistent the indicator is in measuring the construct under study. Ghazali & Latan (2020) also stated that a construct is considered to have good reliability if the Cronbach's Alpha and Composite Reliability values are more than 0.7.

Table 6 Reliability Test of Research Variables

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	0,868	0,883	0,894	0,501
Purchase Decision	0,942	0,944	0,951	0,660
Purchase Intention	0,907	0,909	0,925	0,608
Relationship Marketing	0,861	0,873	0,893	0,513

Source: Researcher's Data Processing 2025

The results showed that all dependent variables consisting of Digital Marketing (X1) had a value of 0.87 which means > 0.7 so that the questionnaire items used were declared reliable. The next independent variable, namely Relationship Marketing (X2) has a value of 0.86 which means > 0.7 so that the questionnaire thread used is declared reliable. The research conducted uses Purchase Interest (Y) as the dependent variable, the value obtained is $0.91 > 0.7$ so that the results of the questionnaire bullet are reliable and can be used in the research conducted. Finally, the study used the Purchase Decision variable (Z) which obtained a value of $0.94 > 0.7$ so that all questionnaire items were reliable and could be used in this study.

Table 7 Correlation Test Results

	R Square	R Square Adjusted
Purchase Decision	0,829	0,824
Purchase Intention	0,801	0,797

Source: Researcher's Data Processing 2025

The results of R Square data processing using SmartPLS3.0 show the value of the influence of Digital Marketing and Relationship Marketing on Purchase Intention of 0.801 and Purchase Intention on Purchasing Decisions of 0.829. Table 3.4 shows the interpretation of the correlation relationship, so it can be concluded that there is a strong influence between Digital Marketing and Relationship Marketing on Purchase Intention by 82.9%.

Furthermore, the value of the relationship between Purchase Intention and Purchasing Decision is 80.1%, which means strong. The next hypothesis test will only measure the effect of Digital Marketing and Relationship Marketing on Purchase Intention and the effect of Purchase Intention on Purchasing Decisions.

Table 8 Hypothesis Test Results 1

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Purchase Intention	0,343	0,333	0,077	4,482	0,000

Source: Researcher's Data Processing 2025

Table 9 Hypothesis Test Results 2

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Relationship Marketing -> Purchase Intention	0,607	0,619	0,076	7,968	0,000

Source: Researcher's Data Processing 2025

shows a p value of 0.000, then the p value is compared with the significance level used in this study, namely 5% or 0.05. The results show a p value of $0.000 < 0.05$ so that Hypothesis 0 is rejected and Hypothesis 2 is accepted, meaning that there is an influence between Relationship Marketing (X2) and Purchase Intention (Z). The original sample value (O) of the variable between X2 and Z is 0.607 so that Relationship Marketing affects 60.7% of Buying Interest. The calculated t value is $7.968 > 1.976$ t table, these results indicate that Relationship Marketing has a positive and significant effect on Purchase Intention. This means that the better Amanda Brownis makes marketing relationships with potential customers, the better the buying interest of potential customers.

Table 10 Hypothesis Test Results 3

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Purchase Decision	0,323	0,333	0,077	4,221	0,000

Source: Researcher's Data Processing 2025

The results show a p value of 0.000, then the p value is compared with the significance level used in this study, namely 5% or 0.05. The results show a p value of $0.000 < 0.05$ so that Hypothesis 0 is rejected and Hypothesis 3 is accepted, meaning that there is an influence between Digital Marketing (X1) and Purchasing Decisions (Y). The original sample t value (O) of the variable between X1 and Y is 0.323 so that X1 affects 32.3% of Y. The calculated t value is $4.221 > 1.976$ t table, these results indicate that Digital Marketing has a positive and significant influence on Purchasing Decisions. This means that the better the use of Digital Marketing, the better the customer's Purchasing Decision for Amanda Brownies products.

Table 11 Hypothesis Test Results 4

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Relationship Marketing -> Purchase Decision	0,217	0,225	0,087	2,500	0,013

Source: Researcher's Data Processing 2025

The results show a p value of 0.013, then the p value is compared with the significance level used in this study, namely 5% or 0.05. The results show a p value of $0.013 < 0.05$ so that Hypothesis 0 is rejected and Hypothesis 4 is accepted, meaning that there is an influence between Relationship Marketing (X2) and Purchasing Decisions (Y). The original sample value (O) of the variable between X2 and Y is 0.217 so that X2 affects 21.7% of the Purchasing Decision. The calculated t value is $2.500 > 1.976$ t table, these results indicate that Relationship Marketing has a positive and significant effect on Purchasing Decisions. This means that the better the establishment of Relationship Marketing, the better the Purchasing Decision of potential customers for Amanda Brownies Products.

Table 12 Hypothesis Test Results 5

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Purchase Intention -> Purchase Decision	0,430	0,413	0,098	4,389	0,000

Source: Researcher's Data Processing 2025

The results show a p value of 0.000, then the p value is compared with the significance level used in this study, namely 5% or 0.05. The results show a p value of $0.000 < 0.05$ so that Hypothesis 0 is rejected and Hypothesis 5 is accepted, meaning that there is an influence between Purchase Intention (Z) and Purchase Decision (Y). The original sample value (O) of the variable between Z and Y is 0.430 so that Purchase Intention affects 43.0% of the Purchase Decision. The calculated t value is $4.389 > 1.976$ t table, these results indicate that Purchase Interest has a positive and significant effect on Purchasing Decisions. This means that the greater the buying interest of potential customers, the greater the customer's Purchasing Decision.

Table 13 Hypothesis Test Results 6

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Digital Marketing -> Purchase Intention -> Purchase Decision	0,148	0,140	0,054	2,748	0,006

Source: Researcher's Data Processing 2025

showed a p value of 0.006. Further research is carried out by comparing the p value with the significance level used in this study which is 5% or 0.05. The results show a p value of $0.006 < 0.05$ so that Hypothesis 0 is rejected and Hypothesis 6 is accepted, meaning that there is an influence between Digital Marketing through Purchase Intention which affects Purchasing Decisions. Furthermore, the measurement is carried out by measuring the level of significance of the influence.

The original sample value (O) of the Digital Marketing variable on Purchasing Decisions through Purchase Intention is 0.148, or 14.8%. The calculated t value is $2.748 > 1.976$ t table, these results indicate that Digital Marketing with the Intervening variable Purchase Interest has an effect on Purchasing Decisions.

Table 14 Hypothesis Test Results 7

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Relationship Marketing -> Purchase Intention -> Purchase Decision	0,261	0,255	0,057	4,567	0,000

Source: Researcher's Data Processing 2025

showed a p value of 0.000. Further research is carried out by comparing the p value with the significance level used in this study, namely 5% or 0.05. The results show a p value of 0.000 < 0.05 so that Hypothesis 0 is rejected and Hypothesis 7 is accepted, meaning that there is an influence between Relationship Marketing through Purchase Intention which affects Purchasing Decisions.

DISCUSSION

Based on the results of the analysis on data processing that measures the variables of Digital Marketing (X1), Relationship Marketing (X2), Purchasing Decisions (Y) and Purchase Intention (Z). This section is a section to describe which indicators need to be considered in the research conducted. Conclusion Amanda Brownies currently uses digital marketing as a marketing strategy that follows technological changes in this modern era. The advertisements made by Amanda Brownies are currently considered by potential customers to be known through social media both Instagram, Tiktok, Website to marketplaces which can provide information about prices, product variants, and how to buy the products sold. Making advertisements by displaying information related to a brand aims to expand target consumers and understand the profile, behavior, product value, and loyalty of target customers or consumers in order to achieve marketing goals (Rahmadana, 2021, p. 21).

Through digital marketing, it helps businesses to monitor and fulfill consumer needs more easily. On the other hand, consumers can also search and obtain product information by simply browsing the internet, which facilitates their search process (Sanjaya et al., 2020). This has been achieved by Amanda Brownies because currently Amanda Brownies has many honest reviews from previous customers, halal certification, to product quality that is continuously maintained and can be maintained through easy access for customers to provide feedback, suggestions and criticism. Amanda Brownies should also be able to make advertisements that do not cause discomfort for customers and potential customers. In addition to the things that have not been fulfilled by Amanda Brownies in building a good Relationship Marketing, Amanda Brownies has slowly maintained relationships with its customers through trust in honest reviews, product information, halal certification and the quality of raw materials used. This is in line with Moorman in Setyawan (2023) who defines trust as a party's willingness to rely on reliable business partners. This trust is formed from factors of expertise, consistency, and goodwill of the partner. In addition, trust also contains elements of risk and uncertainty, because the party providing trust must be prepared to depend on the other party despite potential vulnerabilities. Amanda Brownies has also now quickly responded and provided solutions if the delivery is long and the product received is damaged. Respondents currently consider the service provided by Amanda Brownies to be unsatisfactory so that it has not made respondents want to recommend Amanda Brownies products. This is in line with the theory put forward by (Sutedjo, 2021), purchase intention is part of the consumer decision-making process related to the intention to make a purchase which is influenced by factors such as motivation and perceptions of the satisfaction felt by customers. Respondents currently find it difficult regarding information and information regarding the flavors sold and flavors that cannot match other products so that they

are still not superior to other products. Consumer buying interest in Amanda Brownies plays an important role in purchasing decisions. The reputation that has been built over the years creates a perception of high value and quality in the minds of loyal customers. Amanda Brownies proves the ability to trigger curiosity and the desire to try the product being sold to eventually buy. The characteristics of respondents as potential customers of Amanda Brownies in the marketplace have been formed because Amanda Brownies has fulfilled the factors that cause these customers to decide to buy products sold by Amanda Brownies.

In this section, the author presents brief conclusions from the results of research with suggestions for advanced researchers or general readers. A conclusion may review the main points of the paper, do not replicate the abstract as the conclusion.

Not only does the author write down the major flaws and limitations of the study, which can reduce the validity of the writing, thus raising questions from the readers (whether, or in what way), the limits in his studies may have affected the results and conclusions. Limitations require critical judgment and interpretation of their impact. The author should provide the answer to the question: is this a problem with error, method, validity, and or otherwise?

Writing an academic article is a challenging but very fulfilling endeavor. Hopefully, the guidelines presented here will enable you to write your first academic article with relative ease. Students, however, often underestimate the time required to produce a "polished" first effort. You cannot write a proper research article in a weekend or even a week. It is, therefore, extremely important to allow yourself enough time—at least three to four weeks—to work on the successive draft.

CONCLUSION

Then the research conducted can be concluded as follows;

1. The results of data processing conducted show that digital marketing and relationship marketing are in poor condition. There are several things that must be improved and evaluated so as to increase buying interest which can influence the decision of potential customers to buy Amanda Brownies products.
2. Digital marketing directly affects 34.3% of buying interest. The percentage still shows a weak value, this is because Amanda Brownies is less responsive in responding to messages from potential customers.
3. Digital marketing directly influences 32.3% of purchasing decisions. The percentage still shows a weak value, this is because Amanda Brownies does not have attractive advertising content, and there is no information regarding ongoing promos.
4. Relationship marketing directly affects 60.7% of purchase intention. The percentage shows a moderate value, this is achieved by Amanda Brownies because it has become a product that is widely known to the public before the development of a digitalization strategy in the marketing carried out.
5. Relationship marketing directly influences 21.7% of purchasing decisions. The percentage still shows a weak value, this is because Amanda Brownies has not maximized its digital marketing strategy to establish relationships with new customers through social media.
6. Purchase interest directly influences 43% of purchasing decisions. The percentage still shows a weak value, this is because currently Amanda Brownies' potential customers still do not have transactional interest.
7. Digital marketing indirectly influences 14.8% of purchasing decisions through purchase intention as an intervening variable. The percentage still shows a weak value, this is because the application of digital marketing has not been effective so that Amanda Brownies' appeal to the younger generation customer segment is still small. The effectiveness of digital marketing influences social media users to make purchases through interest in a brand.
8. Relationship marketing indirectly influences 26.1% of purchasing decisions through purchase intention as an intervening variable. The percentage still shows a weak value, this is because

Amanda Brownies has not built good relationships through digital platforms, so Amanda Brownies is currently better known directly (offline).

LIMITATION

1. Limitations of the Research Object

This research was only conducted on Amanda Brownies consumers in certain areas, so the results cannot be generalized to all Amanda Brownies consumers nationally or to other similar brands.

2. Limitations of Research Variables

This study only focuses on the effect of digital marketing and relationship marketing on purchasing decisions through purchase intention. Other variables that also have the potential to influence purchasing decisions, such as price, product quality, or consumer psychological factors, are not included in the model.

3. Limitations of Instruments and Respondents

Data was collected through a questionnaire with self-report techniques, which allows for perception bias and subjectivity from respondents. In addition, the limited number and distribution of respondents also affects the representativeness of the data.

4. Limitations of the PLS-SEM Analysis Method

Although PLS-SEM is suitable for models with high complexity and non-normally distributed data, this method also has limitations, such as dependence on relatively large sample sizes for validity of results, as well as less sensitive to overall goodness-of-fit tests than CB-SEM (Covariance-Based SEM) methods.

5. Research Time Limitations

This research was conducted on a cross-sectional basis, i.e. at one specific time, so it could not be able to determine the overall goodness-of-fit test compared to the CB-SEM method.

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