
**Digital Marketing And Customer Value In Driving E-Commerce Platform
Selection Decisions: Evidence From Food SMEs**

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Abstract

This research is motivated by the phenomenon of digital transformation challenges for food MSMEs who often face obstacles in determining the right e-commerce platform for long-term business growth. The purpose of this study is to analyze the influence of digital marketing on customer value and its implications for the decision to choose an e-commerce site for food MSMEs participating in the Go Online program in the Greater Tangerang area. The research method uses a quantitative approach with an explanatory survey method of 370 respondents who are MSME owners or managers. Data analysis was conducted using Structural Equation Modeling (SEM) with LISREL 8.80 software. The research findings show that digital marketing has a positive and significant effect on customer value with an influence contribution of 24.90%. Furthermore, customer value is proven to be the main determinant that dominantly influences the decision to choose an e-commerce site with a coefficient of determination of 82.37%. The conclusion of the study confirms that the effectiveness of digital marketing strategies plays a crucial role in shaping value perceptions, which then becomes the most critical consideration for MSMEs in choosing a digital platform. The implications of this research suggest that e-commerce platform managers improve supporting features that can create added value for users, as well as for MSMEs to optimize the use of digital media to increase competitiveness and business value in the digital economic ecosystem.

Keywords: Digital Marketing; Customer Value; E-commerce Selection; Food MSMEs; Greater Tangerang.

Abstract

This research is driven by the challenges of digital transformation faced by food Micro, Small, and Medium Enterprises (MSMEs), particularly the obstacles in selecting the appropriate e-commerce platform for long-term business growth. This study aims to analyze the influence of digital marketing on customer value and its implications for e-commerce site selection decisions among food MSMEs participating in the "Go Online" program in the Tangerang Raya region. A quantitative approach using an explanatory survey method was employed, involving 370 respondents who were MSME owners or managers. Data analysis was conducted using Structural Equation Modeling (SEM) with LISREL 8.80 software. The research findings indicate that digital marketing has a positive and significant effect on customer value, contributing 24.90% to its formation. Furthermore, customer value was found to be a key determinant that dominantly influences e-commerce site selection decisions, with a coefficient of determination (R^2) of 82.37%. The study concludes that an effective digital marketing strategy plays a crucial role in shaping perceived value, which subsequently becomes the most critical consideration for MSME actors when choosing a digital platform. The implications of this research suggest that e-commerce platform providers should

enhance supporting features to create added value for users. Additionally, MSME actors are encouraged to optimize digital media usage to increase competitiveness and business value within the digital economy ecosystem.

Keywords: *Digital Marketing; Customer Value; Ecommerce Selection; Food MSMEs; Greater Tangerang.*

INTRODUCTION

Background of the problem

Advances in information technology have fundamentally changed the global business paradigm. Digitalization is no longer simply an option but a necessity for business continuity, especially for Micro, Small, and Medium Enterprises (MSMEs). World Bank data shows that MSMEs comprise 90% of global business entities and contribute to 50% of employment. In Indonesia, the culinary or food sector is the backbone of the creative economy, yet it also faces the most intense level of competition in the digital ecosystem.

The Indonesian government, through programs such as "Go Online" in the Greater Tangerang area, has attempted to encourage digital acceleration for food MSMEs. However, on-the-ground trends indicate a gap between digital participation and actual results. Observations of food MSMEs in Greater Tangerang show that, despite joining various e-commerce platforms, many still experience fluctuating revenue and struggle to maintain their business operations. This raises a crucial question: how digital marketing effectiveness and customer perceptions of value influence MSMEs' decisions in selecting the right e-commerce platform to support their business growth.

Digital marketing plays a vital role as the spearhead of interactions between sellers and buyers in the modern era. Through digital channels, MSMEs can reach a wider market at a relatively affordable cost. However, digital marketing alone is insufficient without the creation of strong customer value. Customer value is a crucial determinant of whether an e-commerce platform is perceived as capable of providing economic, functional, and emotional benefits to its users. In the context of this research, the decision to select an e-commerce site by food MSMEs is a strategic step driven by the platform's ability to offer competitive value through the support of available digital marketing features.

Digital transformation has fundamentally changed the way businesses interact with the market, particularly in the context of e-commerce. Advances in information and communication technology have driven the increasing use of digital platforms as the primary means for marketing, transactions, and product distribution. In this context, digital marketing has become a strategic instrument that serves not only as a promotional tool but also as a mechanism for creating value for customers.

For Micro, Small, and Medium Enterprises (MSMEs), particularly in the food sector, adopting e-commerce presents both an opportunity and a challenge. On the one hand, e-commerce opens up broader market access without geographical boundaries; on the other, intense competition among e-commerce platforms requires businesses to be able to choose the platform that best suits their business needs and characteristics. The decision to choose an e-commerce platform is crucial because it directly impacts marketing performance, operational efficiency, and business sustainability.

In this decision-making process, digital marketing plays a crucial role as an external stimulus that influences business actors' perceptions and preferences. Digital marketing activities, such as social media, digital content, search engine optimization (SEO), and data-driven advertising, not only increase platform visibility but also shape

users' perceived value. Therefore, digital marketing doesn't directly influence decisions, but rather works through the mechanism of customer value formation.

Customer value is a key construct in modern marketing, representing a customer's evaluation of the benefits received relative to the costs incurred. In the context of e-commerce, customer value encompasses the functional, emotional, social, and economic aspects experienced by MSMEs when using a platform. High value increases the likelihood of selecting and using a particular platform continuously.

However, empirical evidence suggests that not all digital marketing activities effectively increase customer value and drive platform selection decisions. Many MSMEs remain confused about choosing the right e-commerce platform, despite exposure to various digital marketing strategies. This indicates a gap between digital marketing exposure and perceived value.

Therefore, it is crucial to understand how digital marketing impacts customer value and how that value impacts e-commerce platform selection decisions. This understanding is not only academically relevant but also has practical implications for developing more effective digital marketing strategies for MSMEs.

Research purposes

Based on this background, this research aims to:

1. Analyzing the influence of digital marketing on customer value for MSMEs in the food sector.
2. Analyzing the influence of customer value on e-commerce platform selection decisions.
3. Analyzing the role of customer value in bridging the relationship between digital marketing and e-commerce platform selection decisions.

The Importance of Research

This research has high theoretical and practical relevance. Theoretically, it contributes to the development of digital consumer behavior models by emphasizing the mediating role of customer value in the relationship between digital marketing and decisions. This adds to the literature, which has tended to position digital marketing as a variable that directly influences decisions without considering the underlying psychological mechanisms.

Practically, this research has implications for MSMEs and e-commerce platform managers in designing digital marketing strategies that focus not only on exposure but also on creating relevant value for users. Therefore, the results are expected to improve the effectiveness of digital marketing strategies and assist MSMEs in making more rational and strategic decisions.

Literature Review

Several previous studies have explored the relationship between these variables with mixed results. A study by Kotler and Armstrong emphasized that customer value is key to building long-term relationships. In the digital context, previous research has shown that effective digital marketing through social media and search engines significantly increases user trust and perceived value.

However, there is ongoing debate about which variables are most dominant in influencing platform selection decisions. Some researchers argue that technological convenience (e-service quality) is the primary driver, while others argue that the platform's corporate image is more important. Research conducted by Chaffey (2019) highlights that an integrated digital marketing strategy can create a unique value proposition for businesses, which then leads to loyalty to a particular platform.

Digital marketing has become a major focus of modern marketing research. Several studies have shown that digital marketing has a significant influence on

consumer behavior, including increasing awareness, engagement, and purchase intention. However, this influence is not always direct; it is often mediated by psychological factors such as perceived value and satisfaction.

The concept of customer value has long been a topic of interest in marketing literature. Customer value is seen as a key determinant of consumer decision-making, with customers choosing the product or service that offers the highest value over other alternatives. In the context of e-commerce, customer value encompasses ease of use, transaction security, product variety, price, and the overall user experience.

Previous research also shows that customer value significantly influences purchasing decisions and platform selection. However, most of this research focuses on end-users, rather than businesses like MSMEs, which have different characteristics and needs.

Furthermore, several studies have examined the relationship between digital marketing and customer value, but these studies are limited to specific contexts and have not specifically linked it to MSMEs' e-commerce platform selection decisions. Thus, there is scope for integrating these three variables into a comprehensive model.

The Impact of Digital Marketing on Customer Value

Digital marketing is a modern form of marketing that offers new hope for companies in conducting their business. Digital marketing allows advertisers to communicate directly with potential customers, unhindered by time and geographic location. One of the best ways these days to minimize clutter and communicate directly with customers is through digital marketing; Mahaxlami and Ranjith in(Mawardi, 2021).

Research result(Pamungkas & Sigit, 2022)It was found that digital marketing is a key factor during the pandemic and even in the future, helping to continue reaching consumers who are increasingly discerning when purchasing products. Companies are expected to use it as a benchmark against their current marketing strategies, determining whether this digital marketing strategy is more effective than their own, or to improve their existing marketing strategies. Other research findings indicate that digital marketing will be increasingly supported by the findings that these two variables support and complement the company's promotional process.(Massie et al., 2022).

According to research results(Metallici & Rohendi, 2022), states that digital marketing variables have a positive effect on Pospay app usage. This means that improving digital marketing strategies for consumers will result in higher Pospay app usage decisions and improved customer value. This research suggests further improvements to the application system and features within Pospay, as well as broader digital marketing outreach to ensure continued public use.

The Influence of Customer Value on Selection Decisions

Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Kotler and Keller in(Safitri, 2016)explains that there are five stages in the purchasing decision-making process: Problem Recognition, Information Search, Alternative Evaluation, Purchase Decision, and Post-Purchase Behavior. Meanwhile, according to Zeithaml, customer value is defined as a consumer's overall assessment of the usefulness or benefits of a product or service based on their perception of what is received and what is given.(Rahmadevita & Kumadji, 2022).

Research result(Jamira & Yandi, 2019), suggests that customer value influences purchasing decisions. This means that companies are expected to consistently provide value in every product or service they market so that customers will feel satisfied as expected. Focusing on customer value can boost company performance and create customer satisfaction.

According to research(Sari, 2022)The results show the impact of customer value, which is implemented and maintained, on maintaining its leadership and becoming the number one online shopping e-commerce app in Indonesia. Furthermore, to face competition, Shopee can continue to strengthen its customer value aspect.

Research conducted(Kristiawati et al., 2019), providing results that customer value has a positive and significant influence on purchasing decisions, from these results it can be concluded that the emotional bond formed between customers and producers uses an important product or service produced by the producer and finds that the product provides additional value.

Research Gap

Although there has been a lot of research discussing digital marketing, customer value, and purchasing decisions, there are several gaps that still need to be filled:

1. Contextual Gap; Most research is conducted on individual consumers, not on MSMEs, particularly in the food sector.
2. Model Gap; Many studies examine the direct influence of digital marketing on decisions, without considering the mediating role of customer value.
3. Empirical Gap; There is still limited research that specifically examines the decision to choose an e-commerce platform, not just the decision to purchase a product.
4. Geographical Disparities; Research in the context of developing countries, particularly Indonesia, is still relatively limited in examining the integration of these three variables.

Research Novelty

The fundamental difference between this study and previous research lies in its focus and context. While most e-commerce research focuses on the perspective of end-users, this study takes the perspective of food MSMEs as platform users (a B2B context within the e-commerce ecosystem). Furthermore, this study specifically focuses on participants in the "Go Online" program in Greater Tangerang, providing a strong local context for the local government's digital transformation policies.

This research offers novelty in several aspects:

1. Developing a mediation model that integrates digital marketing, customer value, and e-commerce platform selection decisions.
2. Using the context of MSMEs in the food sector as a research object, which has unique characteristics compared to general consumers.
3. Emphasizes the role of customer value as a key mechanism in explaining how digital marketing influences decisions.

Research Position

This model reflects a stimulus-organism-response (SOR) based approach to consumer behavior, where:

- Digital marketing acts as a stimulus,
- Customer value as an organism (internal process),
- Decision as a response.

Thus, this study not only tests the relationship between variables, but also explains the underlying causal mechanisms.

RESEARCH METHODS

Research Design

This research uses a quantitative approach with an explanatory survey method. This approach was chosen to examine the causal relationship between digital marketing variables, customer value, and e-commerce platform selection decisions. The research model is designed as a mediation relationship, where customer value acts as an

intervening variable that bridges the influence of digital marketing on selection decisions.

The research design was cross-sectional, meaning data were collected at a specific point in time to describe the empirical conditions of the respondents. Analysis was conducted using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS), which is considered appropriate for testing predictive models and latent relationships between variables.

Research Participants and Samples

The population in this study comprised Micro, Small, and Medium Enterprises (MSMEs) in the food sector that have utilized e-commerce platforms in their operations. The population characteristics include entrepreneurs who actively use digital media for marketing and have experience selecting and using e-commerce platforms.

The sampling technique used purposive sampling, with the following criteria:

1. Food sector MSMEs Go Online Participants
2. Have used at least one e-commerce platform.
3. Actively doing digital marketing (social media, marketplace, or website).

The sample size was determined using the SEM-PLS approach, which is at least 5–10 times the number of indicators used in the study. Considering the number of indicators for each variable, the sample size in this study ranged from 370 respondents to ensure the validity and reliability of the model.

Data Collection Instruments

Research data was collected using a structured questionnaire based on indicators for each research variable. The questionnaire used a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The operationalization of the variables is as follows:

1. Digital Marketing; Measured through indicators such as social media usage, digital content quality, interactivity, ease of access to information, and digital promotion effectiveness.
2. Customer Value; Measured through respondents' perceptions of the benefits obtained compared to costs, including functional, emotional, social, and economic value.
3. E-Commerce Platform Selection Decisions; Measured through indicators such as platform preference, usage intention, usage consistency, and confidence in choosing a particular platform.

Before use, the instrument was tested through validity and reliability tests to ensure that each question item was able to measure the intended construct accurately and consistently.

Data Collection Procedures

The data collection procedure is carried out through several stages:

1. Instrument Development: The questionnaire was developed based on theoretical studies and relevant previous research.
2. Instrument Trial (Pre-test); Conducted on a small number of respondents to ensure the clarity and understandability of the question items.
3. Questionnaire Distribution; The questionnaire was distributed online using digital platforms, such as Google Forms, to reach respondents widely and efficiently.
4. Data Collection and Selection; The collected data is selected to ensure completeness and compliance with the research criteria.

Data Analysis Techniques

Data analysis was carried out using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with the help of SmartPLS software.

The analysis stages include:

1. Measurement Model Analysis (Outer Model); To test the validity and reliability of the construct through:
 - Convergent validity (loading factor > 0.70)
 - Discriminant validity
 - Composite reliability (> 0.70)
 - Average Variance Extracted (AVE > 0.50)
2. Structural Model Analysis (Inner Model); To test the relationship between variables through:
 - R-square (R^2) value
 - Path coefficient
 - Significance test (bootstrapping)
3. Mediation Test; To test the role of customer value as a mediating variable in the relationship between digital marketing and selection decisions, by looking at the indirect effect value and its level of significance.
4. Goodness of Fit (GoF) Test; To assess the overall suitability of the model.

RESEARCH RESULT

Descriptive Analysis

Descriptive analysis is intended to obtain an overview/description of the respondents' responses regarding Digital Marketing on Customer Value and its implications for Online Selection Decisions.

Table 1
Recapitulation of Average Digital Marketing Dimensions

No	Dimensions	Average	Criteria
1	Ease of message exchange	3,336	Pretty good
2	Advantages of the promotion program	3,338	Pretty good
3	Appearance	3,359	Pretty good
4	Cost	3,286	Pretty good

Based on the average and standard deviation values, the average range is 2.952 to 3.708, with interpretations ranging from fair to good. These data indicate that the digital marketing of food MSMEs participating in the Go Online Program in Greater Tangerang is still in fairly good condition.

The Business Owner Customer Value variable is measured using four dimensions and operationalized into 16 statements, measured using a Likert scale with five answer choices. The following presents descriptive statistics from respondents' answers related to Business Owner Customer Value in Food MSMEs participating in the Go Online Program in Greater Tangerang.

Table, 2
Recapitulation of Average Customer Value Dimensions of Business Owners

No	Dimensions	Average	Criteria
1	Emotional Value	3,268	Pretty good
2	Social Values	3,372	Pretty good
3	Quality Value	3,339	Pretty good
4	Price Value	3,345	Pretty good

The Online Selection Decision variable is measured using 3 dimensions and operationalized into 17 statements, measured using a Likert scale with 5 answer choices. The following presents descriptive statistics of respondents' answers related to the Online Selection Decision in Food MSMEs participating in the Go Online Program in Greater Tangerang.

Table 3
Recapitulation of Average Dimensions of Online Election Decisions

No	Dimensions	Average	Criteria
1	Efficiency	3,391	Pretty good
2	Value	3,339	Pretty good
3	Interaction	3,263	Pretty good

Verification Analysis

After analyzing the research instruments and scaling analysis and descriptive analysis, the collected data is then used to analyze and test the hypothesis testing formulation based on Structural Equation Modeling.contains research results.

Variable Construct Analysis

Based on the results of processing with the LISREL 8.80 program, the measurement model (CFA) for each relationship between variables and their indicators is shown by the loading factor of each indicator as follows:

1. Digital Marketing (ξ_3)

Digital Marketing variables are formed by 4 (four) dimensions, namely Ease of message exchange, Excellence of promotional programs, Appearance and Cost, the following results are obtained:

Table 4 Results of the Analysis of the Digital Marketing Variable Measurement Model

Item	Loading factor variable Digital Marketing	T-value	R2	Error
X31, ξ_3	0.8433	19,7211	0.7112	0.2888
X32, ξ_3	0.8224	18,9661	0.6763	0.3237
X33, ξ_3	0.8956	21,7427	0.8021	0.1979
X34, ξ_3	0.8444	19,7602	0.7130	0.2870

Source: Results of LISREL Program Data Processing

Based on the results of data processing using a questionnaire, the results obtained that the Appearance dimension has the largest loading factor value compared to other dimensions, which is 0.8956. This shows that the Appearance dimension is the largest factor forming the Digital Marketing variable, this indicates that a good Appearance dimension is an advantage of the Food MSMEs Participating in the Go Online Program in Greater Tangerang. However, there are still factors that are not optimal and can be called weaknesses in the Digital Marketing variable with the smallest loading factor value, namely the Cost dimension, with a loading factor value of 0.8224. This indicates that the Cost dimension of the Food MSMEs Participating in the Go Online Program in Greater Tangerang is not optimal.

The Customer Value variable is formed by 4 (four) dimensions, namely, Emotional Value, Social Value, Quality Value and Price Value, the following results are obtained:

Table 5 Results of the Analysis of the Measurement Model of Variable Y

Item	Loading factor variable Customer Value	T-value	R2	Error
Y1, η_1	0.7494		0.5616	0.4384
Y2, η_1	0.8133	15,9516	0.6615	0.3385
Y3, η_1	0.7476	14,5265	0.5589	0.4411
Y4, η_1	0.7408	14,381	0.5488	0.4512

Source: Results of LISREL Program Data Processing

Based on the results of data processing using a questionnaire, the results obtained that the Social Value dimension has the largest loading factor value compared to other dimensions, namely 0.8133. This shows that the Social Value dimension is the largest factor forming the Customer Value variable, this indicates that a good Social Value dimension is an advantage of the Food MSMEs participating in the Go Online Program in Greater Tangerang. However, there are still factors that are not optimal and can be called weaknesses in the Customer Value variable with the smallest loading factor value, namely the Price Value dimension, with a loading factor value of 0.7408. This indicates that the Price Value dimension of the Food MSMEs participating in the Go Online Program in Greater Tangerang is not optimal.

The Online Selection Decision Variable is formed by 3 (three) dimensions, namely Efficiency, Value and Interaction, and the following results are obtained:

Table 6 Results of Variable Measurement Model Analysis

Item	Loading factor variable Online Election Decision	T-value	R2	Error
Z1, η_3	0.8619		0.7429	0.2571
Z2, η_3	0.7440	16,3536	0.5535	0.4465
Z3, η_3	0.7710	17,2176	0.5944	0.4056

Source: Results of LISREL Program Data Processing

Based on the results of data processing using a questionnaire, the results obtained that the Efficiency dimension has the largest loading factor value compared to other dimensions, which is 0.8619. This shows that the Efficiency dimension is the largest forming factor of the Online Selection Decision variable, this indicates that a good Efficiency dimension is an advantage of the Food MSMEs Participating in the Go Online Program in Greater Tangerang. However, there are still factors that are not optimal and can be called weaknesses in the Online Selection Decision variable with the

smallest loading factor value, namely the Value dimension, with a loading factor value of 0.7440. This indicates that the Value dimension of the Food MSMEs Participating in the Go Online Program in Greater Tangerang is not optimal.

The results of this study were obtained through Structural Equation Modeling (SEM) analysis using a parameter estimation and hypothesis testing approach. In general, the research model showed a good level of goodness of fit, with all parameters having a significance value below 0.05 (p-value <0.05), indicating that the model has the ability to explain the relationship between variables accurately and without bias.

In addition, the model has high predictive ability, as indicated by the coefficient of determination value approaching or exceeding 50%, so it can be said that the digital marketing and customer value variables are able to explain variations in selection decisions significantly.

The analysis results show that digital marketing has a positive and significant influence on customer value. The resulting influence is 24.90%, which is the largest compared to other variables in shaping customer value.

Hypothesis Testing

The partial influence of the Digital Marketing variable (X1) on Customer Value (Y) requires statistical testing, so the statistical hypothesis is as follows:

Ho : $\xi_{Yx3} = 0$: There is no significant effect Digital Marketing towards Customer Value

Ha : $\xi_{Yx3} \neq 0$: There is an influence Digital Marketing towards Customer Value

Test criteria : Reject H0, if t count is greater than t table or $t_0 > t_{table}$, with $df = 370 - 3 - 1$

Table 7 Results Test Partial Digital Marketing on Customer Value

Structural	Path coefficient	t-count	t-table	Conclusion
γ_3	0.3268	4,9219	1.9665	H0 is rejected , there is a significant influence from Digital Marketing towards Customer Value

Source: Data processing results (2025)

SEM Analysis of the Influence of Customer Values on Online Purchase Decisions

Based on the results of data processing of the Lisrel program for structural model 2, in accordance with the proposed hypothesis, the following results were obtained:

$$Z = 0.9076 * Y, \text{ Error var.} = 0.1763, R^2 = 0.8237$$

$$(0.05926) (0.03414)$$

$$15.6478 \quad 4.1032$$

Based on the equation above, it can be explained that the Online Selection Decision variable is positively influenced by the Customer Value variable with a path coefficient of 0.9076, meaning that if Customer Value increases, the Online Selection Decision will increase by the path coefficient of 0.9076 or each increase in Customer Value will contribute to an increase in the Online Selection Decision by 0.9076 units.

Thus the proposed conceptual hypothesis has been tested and can be accepted. The complete structural model for substructure 2 can be described as follows:

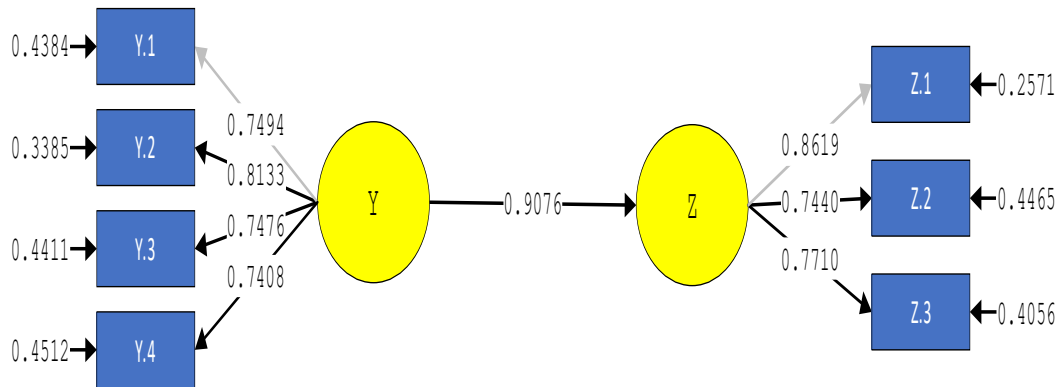


Figure 1. Path Coefficient of Customer Value on Online Selection Decisions

The calculation results obtained show the VariableOnline Election Decisioninfluenced byCustomer Value.Based on the correlation values and path coefficients obtained from the calculation results with Lisrel 8.80, the magnitude of the influence ofCustomer Values on Online Purchase Decisions asfollowing:

Table 8
The Influence of Customer Value Variables on Decisions
Online Voting

Customer ValueToOnline Election Decision	
Path Coefficient	0.9076
R2 (Coefficient of Determination)	0.8237
Error (Epsilon)	0.1763

Source: Data processing results (2025)

Based on the table above, the influence of the Customer Value variable is 0.8237 or 82.37%, while the influence of other variables outside the model is 0.1763 or 17.63%. The calculation of the total influence of the Customer Value variable with the total influence on Online Voting Decisions falls into the strong category.

Testing the Second Model Structure Hypothesis

The influence of the Customer Value variable (Y) on Online Selection Decisions (Z) requires statistical testing, so the statistical hypothesis is as follows:

Ho : $\beta_{ZY} = 0$: There is no significant influence of Customer Value on Online Selection Decisions

Ha : $\beta_{ZY} \neq 0$: There is a significant influenceCustomer Values on Online Purchasing Decisions

Test criteria : Reject H0, if the calculated t is greater than the t table or $t_0 > t_{table}$, with $df = 370 - 1 - 1$

Table 9 Results of Partial Test of Customer Values on Online Selection Decisions

Structural	Path coefficient	t-count	t-table	Conclusion
β_1	0.9076	15,6478	1,9664	H0 is rejected , there is a significant influence fromCustomer Values on Online Purchasing Decisions

Source: Data processing results (2016)

For the path coefficient Y against Z = 0.9076, the calculated t value is obtained as 15.6478 by taking the significance level α of 5%, the t table value or $t_{0.05.370} = 1.9664$ so because $t_{hitung} = 15.6478$ greater than $t_{table} = 1.9664$, then H_0 is rejected or in other words the Online Election Decision has an effect on the Online Election Decision by 0.9076 so that every increase in the Online Election Decision will increase the Online Election Decision by 0.9076 units.

For the path coefficient X3 against Y = 0.3268, the calculated t value is obtained as 4.9219 by taking the significance level α of 5%, the t table value or $t_{0.05.370} = 1.9665$, so because $t_{hitung} = 4.9219$ greater than $t_{table} = 1.9665$, then H_0 is rejected or in other words E-Service Quality has an effect on Customer Value of 0.3268 so that every increase in E-Service Quality will increase Customer Value by 0.3268 unit.

Research results can be presented using graphs and tables, as well as a summary of research findings. Times New Roman font, 12-point size, and 1 cm paragraph width are used.

DISCUSSION

Based on the results of the data processing, an overview of the condition of the digital marketing variables can be obtained, as follows: Based on the average value and standard deviation, the condition is in the category of quite high to high. This indicates that the digital marketing variables of food MSMEs that have participated in the Go Online program of the Ministry of Communication and Information Technology throughout Greater Tangerang still need to be further improved.

The efforts that need to be made to be able to increase the Emotional Value dimension are through the following steps:

MSMEs always increase the feeling of satisfaction from consumers after purchasing MSME food products through digital platforms; MSMEs always increase the feeling of pleasure/comfort when choosing MSME food products on digital platforms; MSMEs always increase emotional confidence that the product choice is right; MSMEs always increase emotional satisfaction with the overall purchasing experience

Based on the results of the data processing carried out, an overview of the Condition of the Decision Variable for selecting an e-commerce site can be obtained, as follows: Based on the average value and standard deviation, the condition is in the category of quite high to high. This indicates that the Decision Variable for selecting an e-commerce site for Food MSMEs that have participated in the Go Online program of the Ministry of Communication and Information Technology throughout Greater Tangerang still needs to be continuously improved.

CONCLUSION

There is a significant influence of the variables, Digital Marketing on customer value of Food MSMEs that have participated in the Go Online program of the Ministry of Communication and Information Technology throughout Greater Tangerang. with a magnitude of influence of 24.90 percent. Where the influence of the Digital Marketing variable on customer value has the greatest influence.

There is a significant influence of the variables Customer value on the Online Selection Decision of Food MSMEs that have participated in the Go Online program of the Ministry of Communication and Information Technology throughout Greater Tangerang with a magnitude of influence of 83.37 percent. Where the influence of the customer value variable has a dominant influence in forming Online Selection Decisions.

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