The Influence Of Digital Marketing Strategy On The Interest In Buying Miemu In Surakarta City

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A B S T R A C T
Marketing strategy is a type of plan in the field of marketing. In general, marketing is a social process in which individuals or groups obtain what they need or want by creating products or values and exchanging them with other people or groups. The purpose of is to show research results that are relevant to the achievement of the results of the Influence of Digital Marketing Strategy on Purchase Interest in Miemu in Surakarta City. This research was conducted using a quantitative approach with a data collection method through a questionnaire distributed online to respondents in Surakarta City. The results of this study can be concluded that the results of the analysis show that there is a positive correlation between digital marketing strategies and purchase interest in Mie Mu products. Although not all factors that influence purchasing decisions can be explained by digital marketing variables, this strategy makes a significant contribution to increasing the attractiveness of the product in the eyes of consumers. This indicates that investing in digital marketing, such as through social media and creative content, is the right step to increase Mie Mu sales.

INTRODUCTION

In the era of increasingly tight digital business competition, marketing strategy is one of the main keys for business people to increase revenue and achieve long-term success, one way is to implement a digital marketing strategy which is a strategy that utilizes internet technology and social media to reach consumers. Therefore, entrepreneurs need to adopt a digital marketing approach to develop markets, target consumers, increase profit potential, compete, and remain modern and professional (Sholahuddin et al., 2024). A marketing strategy is a plan used by manufacturing companies to build a company strategy in competition with the existing market (Rahmadhani et al., 2024). A marketing strategy is the process of determining marketing expenditures based on the marketing budget, while also considering predictions of environmental conditions and competition (Rambe & Aslami, 2022). This strategy has many advantages, such as wide reach, relatively low costs, and the ability to target consumers specifically. In this case, business actors must be able to identify and apply the most

effective digital marketing techniques to attract consumers' attention, create trust, and encourage them to make purchases.

Technological advances that now include digitalization and the internet have also had an impact on the world of marketing (Harini et al., 2022). One example is the rise of social media, which has become an important component of modern life. Social media has introduced a new way of communicating in business. This communication is more two-way, not one-way. Advertising using digital media is now considered an efficient way to communicate with the market (Kussudyarsana & Rejeki, 2020). Platforms such as Instagram, Facebook, Twitter, and YouTube are places for people to communicate, share information, and seek entertainment. Social media is also a powerful tool for businesses to reach consumers. Social media marketing is marketing that utilizes social media platforms as a strategy to market products (Raya & Saputro, 2024). Indonesia has a high level of social media penetration. According to Statista estimates, Indonesia will have 191.4 million active social media users by 2023. This shows that social media is an effective channel for reaching consumers in Indonesia. With the advantage of social media which can be accessed at any time and does not recognize regional boundaries, it is an advantage that can be utilized in the main business in marketing products (Agustian & Murwanti, 2023).

MieMu is an instant noodle product developed by the Muhammadiyah Surakarta Economic and Entrepreneurship Council. MieMu began production in early 2022. The MieMu product was officially launched on January 27, 2022 by the Muhammadiyah Surakarta Regional Leadership Economic and Entrepreneurship Council. This product was specifically developed into a healthy instant food because it is made with cassava flour, does not contain monosodium glutamate (MSG), and is low in sugar. In addition, MieMu goes through a roasting process so that it is free from trans fats which are usually contained in frying oil.

Thus, the identification of problems in this research is:

a. Does the use of e-commerce platforms play an important role in MieMu's digital marketing strategy?

b. How much influence does digital marketing content have on consumer purchasing interest in Surakarta City?

c. How effective is the digital marketing strategy used by MieMu in increasing brand awareness in Surakarta City?

THEORITICAL REVIEW
Digital Marketing Strategy
A marketing strategy is a marketing plan. Marketing is the process of developing and exchanging goods or value with others to satisfy their needs or wants. In general, the goal of marketing is to obtain a response to an offer.

Marketing Strategy Marketing strategy is the same as a marketing plan. Marketing is the process of creating and exchanging commodities or value with others to satisfy their needs or wants. In general, the goal of marketing is to generate a response to an offering.

Digital marketing strategy promotes the use of digital media to reach consumers in a timely, personal, and relevant manner. (Tyasari, H. S., & Patrikha, F. D. 2023)

a. Product

Product is the most important thing in the marketing concept, a product is something that can be offered, sought, used, and consumed by consumers either in the form of goods or services.

b. Price

Price is the amount of money or amount of money that must be paid to be able to own, buy, or consume a good or service.

c. Place

Place is a location needed for production and promotion activities of a good or service.

d. Promotion

Promotion is an activity that communicates the advantages of a product and aims to generate demand from consumers or the market.

Purchase Interest

Purchase interest refers to the consumer's desire to buy a product or service. This is one form of consumer behavior that must be understood and studied by the Company. Consumers who have high purchase interest will make purchases and in contrast to consumers with low purchase interest will not make purchases. According to Septyadi, M. A. K., Salamah, M., and Nujiyatillah, S. (2022) the feeling of buying that arises after customers carry out pre-purchase activities.

RESEARCH METHODS

Types of Research

This author's research uses quantitative methods, including questionnaires distributed to predetermined samples. According to Khasiram in the article (Harys, 2020) quantitative methods are research activities that involve obtaining information or conclusions by first evaluating numerical data to determine what will be known and understood next. By distributing this questionnaire, data or facts will be obtained from a number of respondents. This survey requires a large number of respondents to adequately explain the results.

Population and Sample

The population in this study were residents of Surakarta City, while the sample in this study were residents of Surakarta City aged 15-35 years who were interested in consuming noodles.

Data and Data Sources

The data used in this study are primary data processed in the form of numbers (scoring). This numerical data can be studied using a statistical approach; the data is in the form of numbers or scores, and is often collected through data collection instruments that provide answers in the form of a range of scores or questions with weights or values. The source of data obtained by the author is the result of the population of the Community in the city of Surakarta who meet the requirements or criteria that have been determined. After that, the author will get a sample of respondents who meet the requirements or criteria and are ready to fill out the questionnaire that has been provided.

Method of Collecting Data

The data collection method used is by distributing questionnaires According to (Sugiyono 2010) A questionnaire is a data collection technique that involves respondents being given a series of questions to answer. In this study, researchers sent questionnaires directly to patients to collect data, which are commonly known as primary data. According to Sugiyono, primary data sources are data sources that provide direct data to data collectors. The questionnaire given to respondents contains several questions that must be answered by respondents in order to find out the actual conditions that occur in society and the related environment, and researchers are able to identify facts or data on existing events as variables that are influenced (dependent variables), namely the dependent variable or (Y) namely the Progressiveness of Interest in Buying MieMu Goods and the variables that influence it, or independent variables (independent variables) namely Digital Marketing Strategy Calculation (X).

The Likert scale is used to assess patient attitudes, views, and perceptions of social phenomena. To give a value to the question can be as follows:

SS = Strongly Agree (score 5)

S = Agree (score 4)

N = Neutral (score 3)

TS = Disagree (score 2)

STS = Strongly Disagree (score 1)

Data Analysis Techniques
Hypothesis Testing
a. Determination Coefficient (R2)

The determination coefficient (R2) measures the model's capacity to explain various types of dependent variables. The determination coefficient ranges between 0 and 1. The determination coefficient (R2) tests how the independent variable (X) affects the presentation of the dependent variable (Y). If (R2) is greater, the change in the Y variable is greater, and vice versa.

b. Simultaneous Test (F Test)

The F test determines whether all independent or independent variables in the model have a combined effect on the dependent or dependent variable (Shabrina et al., 2020). The F test is used to determine the effect of all independent factors combined on the dependent variable. The threshold is 0.5 or 5%, and the F test provisions are:

• If F <0.05, reject H0 and accept H1. This means that all independent variables have a significant effect on the dependent variable.

• If the significance value of F > 0.05, H0 is accepted, and H1. This means that all independent variables do not have a significant effect on the dependent variable.

c. Partial Test (t-Test)

The t-test is used to assess whether the hypothesis proposed in this study is met or not, especially regarding the significance of the influence of each independent variable. The evaluation of significance is carried out with the output results of the t-test, where the independent variable is considered to have a significant effect if:

• The significance value of variable i > 0.05, then the null hypothesis (H0) is rejected, indicating that commodity prices, foreign exchange, and inflation do not have a significant effect.

• Conversely, if the significance value of variable i <0.05, H0 is accepted, and it can be concluded that commodity prices, foreign exchange, and inflation have a significant effect.

Classical Assumption Test

The classical assumption test is a statistical condition that must be met in multiple linear regression analysis using ordinary least squares (OLS). As a result, non-OLS regression analysis, such as logistic regression or ordinal regression, does not require classical assumption constraints. Multicollinearity and normality tests are two classical assumption tests that are often used. There are no explicit rules stating which test must be met first (Setya Budi et al., 2024).

    a. Multicollinearity Test

The multicollinearity test is a linear relationship between independent variables in multiple regression. The multicollinearity test is intended to see the relationship/correlation between each variable. A good regression model should not have a correlation between independent variables.

    b. Normality Test

The normality test is a statistical test used to determine whether the observed data has a normal distribution or not. The classical method in testing the normality of data is not that complicated. Based on the empirical experience of several statistical experts, data that has a value greater than 5% (n> 5%), can be assumed to be normally distributed. On the other hand, if (n < 5%), then the data is not normally distributed (Aditiya et al., 2023).

RESULTS AND DISCUSSION

A. Overview of Research Object

The Economic and Entrepreneurship Council (MEK) of the Muhammadiyah Regional Leadership (PDM) of Surakarta has developed an innovative product called MieMu. This product is a form of implementation of Muhammadiyah's vision in supporting the development of the people's economy through entrepreneurship based on the principles of sustainability and health. MieMu is present as an alternative to conventional instant noodle products by offering the advantage of being made from cassava flour or mocaf (modified cassava flour). This ingredient is known to be low in sugar so it is considered healthier, especially for consumers who have a need to maintain blood sugar levels, such as diabetics or those who implement a low-carbohydrate diet.

This product not only reflects innovation in the food industry, but is also a strategic step by MEK PDM Surakarta to increase the competitiveness of local MSMEs. By highlighting the uniqueness of raw materials based on local resources, MieMu is expected to create new economic opportunities, empower cassava farmers, and become a new icon in the healthy instant noodle industry in Indonesia. As a research object, MieMu provides space to study various aspects, ranging from marketing strategies, the effectiveness of product innovation, to its impact on local economic empowerment. This research will provide a real contribution in developing entrepreneurial potential based on Islamic values that are environmentally friendly and oriented towards sustainability.

B. Respondent Description

This study aims to achieve several objectives that are relevant to the achievement of the research results of the Influence of Digital Marketing Strategy on Purchase Interest of Miemu in Surakarta City. The researcher took 176 respondents. This study was processed through an analysis process using the SPSS application.

1. **Age Description**

Description of respondents based on age is explained in the table below:

Table 1.2 Age Description

Age	Frequency	Presentation
15 th – 20 th	17	9,7%
20 th - 25 th	138	78,4%
25 th – 30 th	13	7,4%
< 30 th	8	4,5%
Jumlah	21	100%

Source: Primary Analysis Data, 2025

Based on Table 1.2, distribution of respondents by age group shows that most respondents are aged 20-25 years, which is 138 people (78.4%). Respondents aged 15-20 years are 17 people or 9.7%, and respondents aged 25-30 years are 13 people or 7.4%. On the other hand, respondents aged over 30 years have the lowest frequency, which is 8 people or 4.5%. Overall, these data reflect that the study population is dominated by young individuals, most of whom are in the transition stage towards early adulthood.

2. **Gender Description**

Description of respondents based on gender is explained in the table below :

Table 1.3 Description of Gender

Gender	Frequency	Presentation
Man	108	52,8%
Woman	60	47,2%
Amount	168	100%

Source: Primary Analysis Data, 2025

The processed data shows the distribution of respondents by gender. Of the total 176 respondents, the majority were male, with a total of 93 people or equivalent to 52.8% of all respondents. Meanwhile, the number of female respondents was recorded at 83 people or 47.2%.

3. **Job**

Based on the results of primary data collection involving 176 respondents, the job descriptions of the respondents can be described as follows:

Table 1.4 Description of Job

Job	Frequency	Presentation
Student	109	61,9%
Self-Employed	30	17%
Government Employees	23	13,1%

Others	14	8%
Amount	176	100%

Source: Primary Analysis Data, 2025

Based on Table 1.4, The results of data processing show that the majority of respondents come from the student category, with a total of 109 people or 61.9% of the total 176 respondents. Respondents who work as self-employed are in second place with a total of 30 people or 17%, followed by civil servants with 23 people or 13.1%. The "Other" category, which includes jobs outside the three main categories, recorded 14 people or 8%. This distribution shows the diversity of respondents' work backgrounds, with students as the main group.

1. **Data Quality Test Results**

Data quality assessment is an important step to ensure that the research instrument used measures variables accurately and consistently. This quality test consists of two main components: validity testing and reliability testing, which are carried out using SPSS software.

a. **Validity Test**

The validity test is used to assess the reliability of the questionnaire. A questionnaire is considered valid if the questions can reveal whatever the questionnaire will measure. If the calculated r exceeds the table r and the value is positive, the item, question, or indicator is declared valid; however, if the calculated r is less than the table r, the question or indication is invalid (Handayani, 2020).

The following criteria are used to determine whether the questions or statements used in this study are valid or not:

1) Using a table r of 0.1244
2) Alpha = 0.05 (alpha significance 5%)

Table 1.5

Digital Marketing Strategy Variable Validity Test Results

Variabel	R hitung	Construct	R table	Keterangan
X1	0.781	0.30	0,124	Valid
	0.759	0.30	0,124	Valid
X3	0.729	0.30	0,124	Valid
X4	0.731	0.30	0,124	Valid
X5	0.640	0.30	0,124	Valid

The results of the validity test show that all research items have a calculated r value greater than the r table (0.124) at a significance level of 0.05. Thus, all items are declared valid. Item X1 has a calculated r value of 0.781, which exceeds the minimum limit of the r table of 0.124, so it is categorized as valid. Item X2 shows a calculated r value of 0.759, which is also greater than the r table, so it is declared valid. Item X3 has a calculated r value of 0.729, which meets the validity criteria. Item X4 with a calculated r value of 0.731 is also declared valid based on a comparison with the r table. Item X5 has a calculated r value of 0.640, which is above the r table threshold of 0.124, so it is declared valid.

These results indicate that all items tested have a significant relationship with the total score, so they are suitable for use in measuring research variables. The validity of this instrument

ensures that the data collected is relevant and able to represent the construct being measured accurately.

Table 1.6

Results of Validity Test of Purchase Interest Variable

Variabel	R hitung	Construct	R table	Keterangan
Y1	0.570	0.30	0,124	Valid
Y2	0.689	0.30	0,124	Valid
Y3	0.648	0.30	0,124	Valid
Y4	0.646	0.30	0,124	Valid
Y5	0.621	0.30	0,124	Valid

Based on the test results, all items have a calculated r value greater than the r table (0.124) at a significance level of 0.05, so they are declared valid. Item Y1 has a calculated r value of 0.570, which exceeds the r table value, so it is declared valid. Item Y2 shows a calculated r value of 0.689, which is also higher than the r table, so it meets the validity criteria. Item Y3 with a calculated r value of 0.648 indicates that this item is valid in measuring its construct. Item Y4 has a calculated r value of 0.646, which is above the r table threshold, so it is declared valid. Item Y5 with a calculated r value of 0.621 is also declared valid because it meets the established criteria.

These findings indicate that all items evaluated have a significant relationship with the total score, meaning that the items can be used as valid instruments to evaluate research variables. This validity ensures that the data collected from the instrument is relevant and shows the construct being measured.

b. **Reliability Test**

Reliability is an instrument used to evaluate the consistency of a questionnaire, which functions as an indicator of a research variable or construct. A questionnaire is considered reliable if the responses given by individuals to the statements in it show consistency or stability over various measurement times. SPSS provides the Cronbach's Alpha (α) statistical test for evaluating data dependability. Based on the criteria provided in the magazine (Prasetya, 2018), a construct or variable can be considered reliable if its Cronbach's Alpha value is better than 0.60.

Table 1.7

Results of the Digital Marketing Strategy Variable Reliability Test

Variabel Penelitian	Cronbach Alpha	Kriteria	Keterangan
X1	0.747	0.60	Reliabel
X2	0.745	0.60	Reliabel
X3	0.751	0.60	Reliabel
X4	0.754	0.60	Reliabel
X5	0.769	0.60	Reliabel

The Cronbach's Alpha value shows that all variables evaluated exceed the minimum of 0.60. This indicates that the instrument used is reliable. Variable X1 has a Cronbach's Alpha value of 0.747 which indicates its performance. Variable X3 has a Cronbach's Alpha score of 0.751, which meets the requirements of the request. Variable X4 has a Cronbach's Alpha value of 0.754,

which is higher than the threshold, so it is considered reliable. Variable X5 has the highest Cronbach's Alpha score of 0.769, which indicates good performance.

These findings indicate that all items in the research instrument have proper internal consistency, making it suitable for assessing research variables accurately and consistently.

Table 1.8
Results of Purchase Interest Variable Reliability Test

Variabel Penelitian	Cronbach Alpha	Kriteria	Keterangan
Y1	0.733	0.60	Reliabel
Y2	0.708	0.60	Reliabel
Y3	0.717	0.60	Reliabel
Y4	0.720	0.60	Reliabel
Y5	0.723	0.60	Reliabel

Cronbach's Alpha analysis shows that all variables in this study have values higher than the minimum value of 0.60. As a result, all variables are declared reliable. Variable Y1 has a Cronbach's Alpha of 0.733, which indicates a high level of internal consistency. Variable Y2 has a Cronbach's Alpha score of 0.708, which meets the requirements for dependency. Variable Y3 has a Cronbach's Alpha value of 0.717, so it is considered reliable. Variable Y4 has a Cronbach's Alpha value of 0.720, which indicates that this variable is consistent in measuring its construct. Variable Y5 recorded a Cronbach's Alpha value of 0.723, which meets the requirements for reliability.

The results of this test indicate that all variables in the research instrument have adequate internal consistency. Thus, this instrument can be relied on to measure research variables consistently and accurately.

2. Classical Assumption Test
a. Multicollinearity Test

The multicollinearity test determines whether there is a substantial correlation between the independent variables in the regression model. There are several methods to detect multicollinearity in a regression model. Referring to the journal (Handayani, 2020), There are many provisions that need to be checked when deciding whether a regression model is affected by multicollinearity, namely:

1. The Variance Inflation Factor (VIF) value for the independent variable must be less than 10.
2. The tolerance value for the independent variable must be greater than 0.1.

Table 1.9
Multicollinearity Test Results

No	Variabel Penelitian	Nilai Tolerance	VIF	Keterangan
1.	Strategi Pemasaran Digital	0,571	1.234	Non Multikolinieritas
2.	Minat Pembelian	0,409	2.017	Non Multikolinieritas

Based on the test results, it can be concluded that there is no multicollinearity problem in the variables tested, because the Tolerance and VIF values meet the established criteria. The Digital Marketing Strategy variable has a Tolerance value of 0.571 and a VIF of 1.234. Because the Tolerance value is greater than 0.1 and the VIF is less than 10, this variable does not show multicollinearity. The Purchase Interest variable has a Tolerance value of 0.409 and a VIF of 2.017, which also meets the multicollinearity test criteria, so it can be concluded that there is no multicollinearity in this variable.

Based on these results, it can be said that the two variables in this regression model are not significantly correlated with each other, so the regression model used can be trusted for further analysis without being affected by multicollinearity.

b. Normality Test

The normality test is used to determine whether the dependent and independent variables in the regression model have a normal distribution or not. A normal or near-normal data distribution is needed for a good regression model.

Table 1.10

Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		176
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.56834822
Most Extreme Differences	Absolute	.061
	Positive	.045
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200c,d

Test distribution is Normal.

Based on the test results, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This indicates that there is insufficient evidence to reject the null hypothesis, which states that the residual data is normally distributed. The Test Statistic value of 0.061 shows the difference between the distribution of residual data and the normal distribution. However, with an Asymp. Sig. value greater than 0.05, it can be concluded that the residual data follows a normal distribution. Overall, the results of this test indicate that the residuals in the regression model used are normally distributed, which is one of the important assumptions in regression analysis.

3. Hypothesis Testing

In this study, a series of statistical tests were conducted to test the proposed hypothesis. The tests used include the Determination Coefficient Test (R^2), F Test, and t Test, which aim to evaluate the extent to which the independent variables can influence the dependent variable and measure the significance of the relationship between variables.

a. Determination Coefficient Test (R2)

A small R2 value indicates that the ability of the independent variables to explain the dependent variable is quite limited. Values close to one indicate that the independent variable contains almost all the information needed to predict the dependent variable (Handayani, 2020).

Table 1.11

Results of the Determination Coefficient Test

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571a	.326	.323	2.576

a. Predictors: (Constant), X

b. Dependent Variable: Y

R = 0.571 indicates a moderate relationship between the independent (X) and dependent (Y) variables. This value reflects the strength of the linear relationship between the two variables. With an R Square (R^2) of 0.326, the independent variable (X) accounts for about 32.6% of the variation in the dependent variable (Y). This shows that the regression model used is quite effective in explaining the relationship between X and Y, while 67.4% of the variation is still not accounted for.

  b. **F Test**

Table 1.12

F Test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	559.605	1	559.605	84.350	.000b
	Residual	1154.372	174	6.634		
	Total	1713.977	175			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Results The results of the ANOVA test show that the regression model used has a fairly large ability to explain the fluctuations of the dependent variable (Y). This is indicated by a very low significance value (p-value) (0.000), which indicates that this model is relevant and feasible to be applied in this study.

  c. **T Test**

Table 4.11

T Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.887	1.063		9.299	.000
	X	.499	.054	.571	9.184	.000

a. Dependent Variable: Y

Based on the results of the regression coefficient, it can be concluded that the independent variable X has a significant effect on the dependent variable Y. Every one unit increase in X will cause an increase of 0.499 in Y, with a moderate strength of relationship (Beta = 0.571). This regression model is suitable for predicting the value of Y based on X, because both coefficients are statistically significant with a very small p-value (0.000).

Discussion

The results of the regression analysis show an R value of 0.571, which illustrates a moderate relationship between digital marketing strategies and purchase intention of Mie Mu products. This means that although the relationship between these two variables is not too strong, the effect is still significant. Digital marketing strategies contribute around 32.6% of the variation in purchase intention ($R^2 = 0.326$). Although not all factors that influence purchase intention are covered in this model, these findings indicate that digital marketing strategies play an important role in increasing purchase intention of Mie Mu products. Previous research in the journal (Cathlin Alverina, 2024) shows that digital marketing strategies involving the use of social media and content-based marketing can increase consumer attraction to certain products. The results of this study support our findings which show that successful digital marketing activities, such as advertising through digital platforms and creative content, can increase consumer interest in purchasing the promoted product.

In other words, digital marketing strategies have a significant influence on the purchase interest of Mie Mu products, and this regression model can be trusted to explain the relationship between the two variables. Research in the Journal (Sono et al., 2023) also found that the use of digital marketing, such as paid advertising and social media marketing, has a significant effect on consumer purchasing decisions. This finding is consistent with ongoing research, which shows that effective digital marketing can increase buyer interest.

CONCLUSION

Based on the results of the analysis and discussion that have been carried out on the title "The Effect of Digital Marketing Strategy on Purchase Interest of MieMu in Surakarta City" The results, the research findings show a positive relationship between digital marketing methods and purchase interest in Mie Mu products. Although not all factors that influence purchasing decisions can be explained by digital marketing variables, this strategy makes a significant contribution to increasing the attractiveness of the product in the eyes of consumers. This indicates that investing in digital marketing, such as through social media and creative content, is the right step to increase Mie Mu sales.

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