



The Influence of Digital Marketing on Domino's Pizza Purchasing Decisions in Mojokerto City

Dea Vike Permata Sari¹, Rahayu², M. Syamsul Hidayat³

^{1,2,3}Department of Economics, University Islam Majapahit, Mojokerto, Indonesia

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ABSTRACT

The presence of the internet, which has been used by almost all Indonesian people, both in cities and villages, is able to provide new opportunities for companies, including restaurant companies. Domino's Pizza is one of the fast food outlets from the United States which is quite well known in Indonesia. Domino's Pizza serves a variety of fast food and as the name implies the main menu of this outlet is Pizza. As a multinational company, of course Domino's Pizza has an adequate digital marketing plan. This research uses descriptive quantitative method. With a sample of Domino's Pizza Mojokerto consumers as many as 100 respondents and tested using SPSS 25. The results showed that the website had a significant and positive effect on the purchase decision of Domino's Pizza Mojokerto with a regression coefficient b of 0.226, Instagram had a significant and positive effect on the purchase decision of Domino's Pizza Mojokerto with the value of the regression coefficient b is 0.351, and Facebook has a significant and positive effect on the purchase decision of Domino's Pizza Mojokerto with a regression coefficient b of 0.212.

1. INTRODUCTION

Along with globalization and modernization, the fast food business will continue to develop. This is because serving food so quickly at affordable prices is able to meet the demands of consumers who have busy working hours. Consumers want delicious, cheap and fast food so they can fulfill their desires after a long day at work. Dominos Pizza is a fast food outlet from the United States which is quite well known in Indonesia. This company was first established in the United States in the 1960s by Tom Monaghan and his brother James Monaghan under the name Dominicks Pizza (www.dominos.co.id). However, after Tom Monaghan became the official owner, the company changed its name to Dominos Pizza Inc (www.dominos.co.id). In 2008, Domino's Pizza established its first outlet in Pondok Indah, Indonesia. Domino's Pizza serves a variety of fast food and as the name suggests, the main menu of this outlet is pizza. As a multinational company, Domino's Pizza certainly has adequate digital marketing planning.

In its marketing process, Domino's Pizza is also very active in using technology, this is proven by its active use of website media. From this website, consumers or buyers can choose and order orders according to their taste just by using the Domino's Pizza Mojokerto website. Apart from that, if there are complaints from customers, they can also receive criticism and suggestions via email which is also listed on the official website. In marketing through digital marketing, Domino's Pizza Mojokerto uses 3 (three) media, namely website media, Instagram and also Facebook.

Of course, buyers have their own choices and views so they can choose according to the buyer's own choices. In the Mojokerto environment, this company also tries to offer its products strategically to its consumers. This was proven in one of the outlets located on Jalan Mojopahit No. 364, Mergelo, Kranggan, Warrior Kulon District on April 6 2022. This cannot be separated from the fact that the majority of people in the City are more active in purchasing fast food such as Domino's Pizza itself compared to people in the Regency area. In this research We will discuss the influence of Digital Marketing on the decision to purchase pizza at Domino's Pizza, Mojokerto City.

2. METHODS

The method used in taking this sample is Non Probability Sampling with the Accidental Sampling technique. The research sample was consumers of Domino's Pizza Mojokerto. Determining the number of samples,

namely the number of samples depends on the number of indicators multiplied by 5 as the minimum sample based on the Hair et al formula. Meanwhile, the number of indicators for this research is 20×5 (minimum sample), so the sample determined by the author is 100 samples.

3. RESULTS AND DISCUSSION

The Influence of Websites on Purchasing Decisions for Domino's Pizza Mojokerto

The results of testing the Website variable (X1) on purchasing decisions (Y) show that the Website has a significant influence on purchasing decisions for Domino's Pizza Mojokerto with a regression coefficient b of 0.226, a significant value of 0.004, meaning the significance value is smaller than 0.05 and a T value of 2.973 greater than the T table value of 1.985. So the first hypothesis can be proven true. Intensity of website use, namely how often you access the Domino's Pizza website. The more frequently you access the website, the higher the possibility of a purchasing decision due to accessing the website which displays various Domino's Pizza products. The content of the message is a very influencing factor in encouraging purchases of Domino's Pizza. An attractive appearance can certainly make buyers feel interested in the website. The seller's response is that the entire Domino's Pizza crew is required to serve customers or buyers satisfactorily. And the last one is ease of access, in a fast-paced world like now, everyone is also required to be fast and precise. The Domino's Pizza website is required to facilitate access for customers because it can influence purchasing decisions.

The Influence of Instagram on Purchasing Decisions for Domino's Pizza Mojokerto

The results of testing the Instagram variable (X2) on purchasing decisions (Y) show that Instagram has a significant influence on purchasing decisions for Domino's Pizza Mojokerto with a regression coefficient b of 0.351, a significant value of 0.001, meaning the significance value is smaller than 0.05 and the t value is 3.343 greater than the t table value of 1.985. So the second hypothesis can be proven true. In the field findings the Instagram followers of Domino's Pizza reached 734,000. In this case, Domino's Pizza really benefits from the large number of followers because the Domino's Pizza brand name is already known to the wider public and this allows for increased purchasing decisions. The Domino's Pizza Instagram homepage is required to always be creative in displaying information so that it can provide positive things about purchases. Lots of comments from customers are able to attract the attention of potential customers and make purchasing decisions. Explore is able to bring potential customers to see and open Domino's Pizza Instagram and who will later be able to become Domino's Pizza customers. An attractive Domino's Pizza Instagram profile will attract potential customers. bought at Domino's Pizza. The Instagram news feed is in the form of videos and content that are interesting to ordinary people and customers so that they can later become buyers of Domino's Pizza Mojokerto.

The Influence of Facebook on Purchasing Decisions of Domino's Pizza Mojokerto

The results of testing the Facebook variable (X3) on purchasing decisions (Y) show that Instagram has a significant influence on purchasing decisions for Domino's Pizza Mojokerto with a regression coefficient b of 0.212, a significant value of 0.002, meaning the significance value is smaller than 0.05 and the t value is 3.106 greater than the t table value of 1.985. So the third hypothesis can be proven true. Next are Domino's Pizza Facebook followers, different from Instagram, Domino's Pizza Facebook has a number of followers.22,008,525 where the greater the number of Facebook followers, the more Domino's Pizza will be known to the public and those who are not loyal Domino's Pizza customers may be interested in buying because they know the large number of Facebook users and this famous pizza brand.

The Facebook homepage displays content that makes buyers interested in seeing the contents of Domino's Pizza Facebook. Chatting by the admins from Domino's Pizza Facebook is polite and active with buyers and what potential buyers want to ask in answering each incoming message is able to make purchasing decisions. Facebook Marketplace You are also required to be active, because the marketplace is also able to increase the number of buyers at Domino's Pizza. Facebook ads are also a new feature from Facebook that is specifically used for doing business on Facebook. In this Facebook ad, Domino's Pizza Mojokerto is also required to be active which will be able to increase sales figures from Domino's Pizza Mojokerto. Also on Facebook, Domino's Pizza also benefits from its busy fan page, which is also able to influence consumers' purchasing decisions.

4. CONCLUSION

The Website variable has a significant and positive influence on purchasing decisions for Domino's Pizza Mojokerto. The Instagram variable has a significant and positive influence on purchasing decisions for Domino's Pizza Mojokerto. The Facebook variable has a significant and positive influence on purchasing decisions for Domino's Pizza Mojokerto.

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