The Influence of Brand Image, Product Quality, Price Perception on Purchasing Decisions with Digital Marketing Moderation

Vendi Guardiola Christofaro[1]
Email: vguardiola@student.ciputra.ac.id

Henry Susanto Pranoto[2]
Email: henry.pranoto@ciputra.ac.id

Universitas Ciputra

ABSTRAK

Noodles are a popular food in Indonesia with various advantages such as practical and fast preparation with digital marketing which is increasingly developing rapidly and its users, this makes the mie gaga product with the digital marketing carried out by mie gaga interesting to research. With various factors in consumer decisions in purchasing products. This research gathered 100 respondents who were Gaga noodle consumers aged 17-46 and domiciled in Surabaya. This research uses the Structural Equation Model (SEM) data analysis method using Smart Partial Least Square. The results of this research are that brand image on purchasing decisions has significant and positive results, product quality at purchasing decisions has a significant influence, price perception on purchasing decisions has an influence positively and significantly, digital marketing is unable to moderate brand image and product quality, and digital marketing moderates price perceptions on purchasing decisions by weakening, brand image has a positive and significant influence on purchasing decisions, product quality has a positive and significant influence on purchasing decisions, Price perception has a positive and significant effect on purchasing decisions, digital marketing is unable to moderate brand image and product quality on purchasing decisions, and digital marketing moderation weakens price perception on purchasing decisions.

Keywords: Brand image, Product quality, Price Perseption, Purchasing Decision, Digital marketing, Gaga Noodles

INTRODUCTION

Noodles are a food that is popular with the public, especially instant noodles because of their various advantages, namely practical, fast preparation, lots of different flavors and delicious. According to (katadata.id, 2023) Indonesian instant noodle consumption in 2022 will increase by 7.46% from the previous year, the amount of instant noodle consumption in Indonesia is 14.26 billion packs. Indonesia is in second place as the country that consumes the most instant noodles. Mie gaga is a noodle that is included in the 5 most popular noodle brands in Indonesia (katadata.id, 2023). Gaga noodles are produced by PT Jakarana Tama, founded in 1980 by Djajadi Djaja based on the deed of Notary Kusmulyanto Ongko, SH No 107 (gagafood.co.id). Djajadi Djaja was the original creator of Indomie which was then bought by Sudono Salim in 1994, because in 1993 he experienced financial problems. Mie Gaga is widely known by the public as proven by being one of the 5 most popular instant noodle brands in Indonesia with interesting noodle variations. Mie Gaga itself places its products for sale in shopping centers and supermarkets which makes it easy for consumers to reach their products. Mie Gaga also markets its products on Shopee, Tokopedia and advertises its products on YouTube, TikTok and others. In choosing a product to buy, consumers tend to look at various factors, usually consumers will look at the quality of the product, the price of the product, and the brand image of a brand or brands (Sitepu and Sukati, (2023). Where if the quality of the product is good or is good then consumers will have a high decision to buy a product, if the price of a product is affordable then the consumer's decision will be high in buying the product, and if the brand image of the company is good then consumers will have a high decision in buying the product what is important for consumers in buying a product. This research focuses on mie gaga consumers, with factors that influence consumers in purchasing decisions, namely brand image, product quality, price, and considering the very rapid development of digitalization, making digital marketing carried out by mie gaga attractive. to be researched. How brand image, product quality, and price perception influence the decision to purchase Gaga noodles, and with digital marketing moderation whether they have an influence by strengthening or weakening brand image, product quality, and price on the decision to purchase Gaga noodles

LITERATURE REVIEW
Digital Marketing

Digital marketing refers to the approach used by a company or organization that utilizes technology and the internet to promote a product, service or brand, as well as communicate with consumers online. Digital marketing has the benefits of reaching a wider audience and target consumers, better interaction with consumers by using relevant and popular platforms, more accurate measurement and analysis of marketing effectiveness, better flexibility and customization, increasing competitive advantage by exploring new things and innovative marketing methods (Purnomo, 2023). The following are important elements for digital marketing success, namely:

1. Search Engine Optimization

   Efforts to increase and visibility of the company's website on search engines

2. Content marketing

   Creation and distribution of high-quality content such as articles, blogs, videos, infographics, and more.

3. Social media marketing

   Make the best use of social media to engage with audiences, promote products or services, and build communities.

4. Email marketing

   Utilize email to communicate with potential and existing consumers

5. Influencer marketing

   Optimizing marketing using influencers or people who are famous and can promote a brand or product.

6. Paid advertising

   Use paid advertising such as Google Ads, Facebook Ads, Instagram Ads, and banner ads on websites to increase visibility and get a relevant audience.

7. Data analysis

   Collecting and analyzing data regarding consumer behavior, online interactions, and digital marketing campaign performance to measure whether the marketing carried out is successful or needs improvement.

Digital marketing is the use of technology that aims to assist marketing activities in order to increase consumer knowledge by adapting to their needs (Bala, 2018). Digital marketing is a methodology that shows efficacy and efficiency in carrying out marketing efforts. Digital marketing allows organizations to effectively target appropriate potential consumers, improve consumer experience, and increase client engagement. Therefore, it is important to implement effective digital marketing which can be a determining factor in sustainable company development (Purnomo, 2023). According to Kotler, (2019) there are 4 digital marketing indicators, namely: 1. Attraction level, 2. Increasing curiosity, 3. Loyalty, 4. Affinity level.

Brand Image

According to Sitepu and Sukati, (2023) brand image is a consumer's memory that is formed, copies and interprets the signals sent by a brand's product. According to Yoeliastuti et al, (2021) brand image is the initials of a company that describe the shape and name of the company. Brand image is very important as a consumer factor in making decisions about purchasing a product because brand image greatly influences how a company and a brand can be widely known by its target consumers. Usually consumers will choose products from companies that have a good image because it makes consumers trust them more. the product. According to Hafilah and Usman, (2019) brand image has indicators: 1. Benefits of brand associations, 2. Strength of brand associations, 3. Uniqueness of brand associations.

Product quality

According to Yohana, (2021) product quality is the product's capacity to carry out its function. According to Sepfiani and Harahap, (2023) product quality refers to the various attributes of a product that resonate with consumers. A product that has quality is a product that is satisfactory in terms of its function in accordance with the price, the higher the quality of the product, the more positive associations consumers can have with the product or brand. Product quality is more identical to the benefits provided so that quality will appear to be in accordance with the benefits obtained by consumers (Sitepu and Sukati, 2023). According to Rajasa et al, (2023) price quality indicators are: 1. Performance, 2. Features, 3. Reliability, 4 . Comfort, 5. Durability, 6. Service, 7. Aesthetics, and 8. Impression of quality.

Price perception

Price is a component of the marketing mix that generates income (Budiono et al, 2023). Price is a benchmark exchange rate commensurate with the value of goods or services using money. According to Mahendri, W. (2024) Consumers really pay attention to price perception before buying an item. Price perception itself is a consumer evaluation and an emotional form related to the price set by the seller and the price compared with competitors that is reasonable and acceptable. There are 4 price indicators, namely: 1. Price affordability, 2. Price match with benefits, 3. Price match with quality, and 4. Price competitiveness.

Purchasing Decision

According to Anggraeni and Soliha, (2023) purchasing decisions are a process that has gone through several stages of selection, analysis and purchasing behavior. Consumer purchasing decisions are often influenced by price and product quality when considering which product to buy. According to Budianto et al, (2023) a purchasing decision is a decision made by customers in purchasing goods or services by selecting and considering. According to Budianto et al, (2023) there are 4 indicators of purchasing decisions, namely: 1. According to needs, 2. Has benefits, 3. The right decision in purchasing a product, 4. Repeat purchases.

Frame of mind
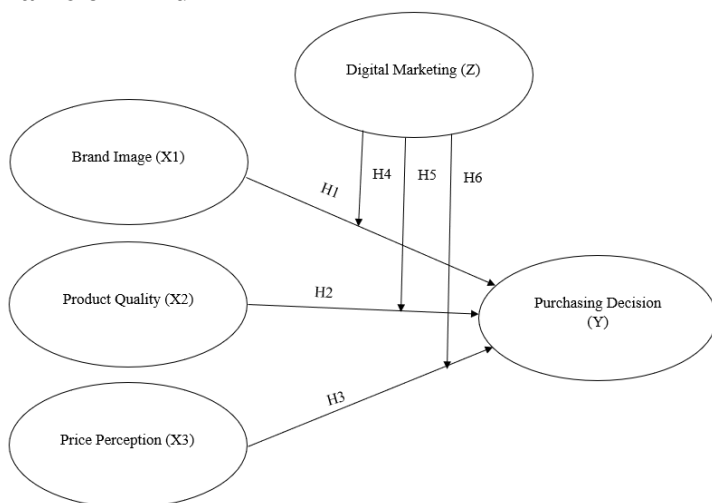
Figure 1 Frame of Mind
Source: Data diolah (2023)

Method

This research uses a quantitative type of research where Yuliani, W., & Supriatna, E. (2023) explains that research uses an approach where the data is numerical and processed using statistical methods. Quantitative research usually examines a sample or population. This research uses a descriptive quantitative approach. The descriptive method is a method of finding facts with accurate interpretation, descriptive research seeks and analyzes societal problems, and the descriptive research method is a method that attempts to describe the object or subject being studied as it is. This research uses a population, namely consumers who have purchased and consumed Gaga noodle products, live in Surabaya, aged 18-46 years. Where the number is unknown.

Sample

In this research, the sampling used is non-probability sampling because the population size is unknown. So the data collection technique uses Rao Purba's theoretical approach (Noeryakin and Eriza, 2022). With a sample confidence level of 5%, a maximum margin of error of 10% and z = 1.96 so that the required sample is 96 respondents and rounded up to 100 respondents.

$$n = \frac{Z^2}{4\mu^2}$$

Figure 2. Rumus Sampel
Source: (Noeryakin dan Eriza, 2022).

Data Collection

The data source for this research is primary data distributed via online questionnaires. The data used is data obtained from respondents in accordance with the criteria for taking sample objects. This research uses a Likert measurement scale, namely a scale measuring 1 to 5 which is used to measure attitudes, viewpoints, opinions and perceptions of consumers. The data collection procedure was carried out by distributing an online questionnaire using Google Form.

Data Analysis Technique

Data collection is guided by predetermined criteria. The method for analyzing data uses Smart Partial Least Square (PLS). PLS is a multivariate analysis method used to measure and test relationships between variables (Edeh et al, 2023). Smart PLS is used to analyze relationships between complex and complementary variables with relatively small data (Schuberth, 2023).

Result and Discussion

Outer Loading

Variable	Indicator	*Outer Loading*
Brand Image	BI1	0,812
	BI2	0,809
	BI3	0,800
Product Quality	KP1	0,782
	KP2	0,744
	KP3	0,758
	KP4	0,761
	KP5	0,762
	KP6	0,725
	KP7	0,765
	KP8	0,768
Price Perception	H1	0,789
	H2	0,783
	H3	0,740
	H4	0,852
Purchasing Descision	KPM1	0,784
	KPM2	0,783
	KPM3	0,767
	KPM4	0,847
Digital Marketing	DM1	0,830
	DM2	0,842
	DM3	0,748
	DM4	0,779

Source: data is processed (2023)

From the outer loading data, it shows that all indicators have values above 0.7 so the indicators can be said to be valid.

AVE Test
Table 2 AVE

Variable	AVE
Brand Image	0,652
Product Quality	0,575
Price Perception	0,627
Purchasing Descision	0,633
Digital Marketing	0,641

Source: data is processed (2023)

From the data above, the AVE value of the variable shows a value above 0.5 so that the latent variable can explain more than half of the indicators.

Reliability Test

Table 3 Reliabilitas

Variable	*Composite Reliability*
Brand Image	0,849
Product Quality	0,915
Price Perception	0,870
Purchasing Descision	0,873
Digital Marketing	0,877

Source: data is processed (2023)

The reliability test shows a value above 0.6, which shows that the research variables are said to be consistent and reliable.

R-Square Test

Table 4. R-Square

	R-Square
Purchasing Descision	0,881

Source: data is processed (2023)

From the data above, the R-square value is 0.881, so that the variables brand image, product quality, price, and digital marketing moderation influence purchasing decisions by 88.1% and the other 11.9% can be explained by other variables outside the research. So it can be concluded that the variables from this research can be said to influence purchasing decisions well.

F-Square Test

Table 5 Uji F-Square

Variable	Purchasing Descision
Brand Image	0,079
Product Quality	0,127
Price Perception	0,136
Digital Marketing	0,457

Source: data is processed (2023)

From the f-square test data, brand image, product quality and price have a small effect on purchasing decisions because it is less than 0.2, while digital marketing has a large effect because it is more than 0.35.

Hypothesis Testing

Table 6 Hypothesis Testing

Hypothesis		*t-statistic*	*p-values*	Hypothesis Test
H$_1$	X1 – Y	2,255	0,025	Accepted
H$_2$	X2 – Y	2,820	0,005	Accepted
H$_3$	X3 – y	2,449	0,015	Accepted
H$_4$	X1 – M – Y	1,680	0,093	Not Accepted
H$_5$	X2 – M – Y	1,330	0,184	Not Accepted
H$_6$	X3 – M – Y	2,331	0,034	Accepted

Source: data is processed (2023)

From the hypothesis test, the data above explains where H1, namely brand image on purchasing decisions, with the hypothesis test being accepted with a t-statistic of more than 1.96, H2, namely product quality on purchasing decisions, has a t-statistic value of more than 1.96 so the hypothesis is accepted, H3 namely price perception on purchasing decisions has a t-statistic value of more than 1.96 so the hypothesis is accepted, H4 namely brand image on purchasing decisions through the digital marketing moderation process has a t-statistic value below 1.96 so the hypothesis is rejected or digital marketing is not able to moderate brand image on purchasing decisions, H5 namely product quality on purchasing decisions through the digital marketing moderation process has a t-statistic value below 1.96 so that digital marketing is not able to moderate product quality on purchasing decisions, and H6 namely price perception on purchasing decisions through The digital marketing moderation process has a t-statistic value of more than 1.96 so that digital marketing is able to moderate prices in purchasing decisions.

Path Coefficient Test

Table 7 Path Coefficient Test

Hypothesis		*Originial Sample* (O)
H$_1$	X1 – Y	0,155
H$_2$	X2 – Y	0,287
H$_3$	X3 – Y	0,283
H$_4$	X1-Z-Y	0,104
H$_5$	X2-Z-Y	0,148
H$_6$	X3-Z-Y	-0,269

Source: data is processed (2023)

From the path coefficient data above, determine the influence between variables. In this data, H1 brand image on purchasing decisions has a value of 0.155 so it can be said that brand image influences purchasing decisions positively and significantly, H2 Product quality on purchasing decisions has the result that product quality influences purchasing decisions significantly and positively, H3 price perception on purchasing decisions has results price perception has a positive and significant influence on purchasing decisions, H4 brand image on purchasing decisions through the digital marketing moderation process has a positive and significant influence, H5 product quality on purchasing decisions through the digital marketing process has positive and

significant results, H6 price perception on purchasing decisions through the digital marketing process has a result of -0.269 so that digital marketing weakens price on purchasing decisions.

Q-Square TEST

Table 8 Q-Square

Hypothesis	$Q^2 (=1-SSE/SSO)$
Brand Image	0,307
Product Quality	0,456
Price Perception	0,377
Purchasing Descision	0,387
Digital Marketing	0,402

Source: data is processed (2023)

From the q-square test above, brand image, product quality, price, purchasing decisions, and digital marketing have values above 0.5 so the construct model can be said to be relevant. So that the exogenous variables used to predict endogenous variables are correct.

CONCLUSION

From the research results obtained, brand image has a significant positive influence on purchasing decisions so that improving the brand image of Gaga noodles will increase consumer purchasing decisions for Gaga noodles, product quality has a positive and significant influence on purchasing decisions so that improving the quality of Gaga noodles products will increase decisions. Consumer purchases of Gaga noodles, price has a positive and significant influence on the decision to purchase Gaga noodles so that increasingly affordable prices will increase the decision to purchase Gaga noodles, digital marketing is unable to moderate brand image on purchasing decisions so that consumers judge the image of Gaga noodles from factors other than digital. gaga noodle marketing, digital marketing is unable to moderate product quality on purchasing decisions so that gaga noodle consumers assess product quality more directly than assessing product quality that is moderated by digital marketing, digital marketing weakens price on purchasing decisions so that extensive digital marketing moderation makes consumers will see Competitive price comparisons so that digital marketing moderation makes market competition even tighter.

SUGGESTION

1. Mie Gaga can strengthen its image in the eyes of consumers to increase consumer purchasing decisions.
2. Mie Gaga can improve the quality of its products so that consumer purchasing decisions increase.
3. Gaga noodles can increase consumer purchasing decisions by increasing the affordability of price perceptions and carrying out promotions for high purchasing decisions.
4. Mie Gaga needs to provide extensive product information through digital marketing so that consumers recognize the image of the product and company.
5. Mie Gaga needs to provide extensive product information through digital marketing so that consumers recognize the quality of the product and company.

6. Mie Gaga needs to use digital marketing effectively to reduce the influence of increasing price perceptions on consumer decisions.

REFERENCE

Anggraeni, A. R., & Soliha, E. (2020). Kualitas produk, citra merek dan persepsi harga terhadap keputusan pembelian (Studi pada konsumen Kopi Lain Hati Lamper Kota Semarang). *Al tijarah*, *6*(3), 96-107.

Budianto, C., Hidayah, T., & Edi, B. Q. R. (2023). Analisis Pengaruh Harga, Pomosi, Kualits Layanan, Citra Merek dan Ulasan Produk Terhadap Keputusan Pembelian di E-commerce Shopee. *JMBI: Jurnal Manajemen Bisnis dan Informatika*, *4*(1), 66-80.

Edeh, E., Lo, W. J., & Khojasteh, J. (2023). Review of Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook: By Joseph F. Hair Jr., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, Soumya Ray. Cham, Switzerland: Springer,(2021). 197 pp. 0,OpenAccess; 59.99, Hardcover Book.

Firmansyah, M. A. (2023). *Pemasaran Produk dan Merek: Planning & Strategy*. Penerbit Qiara Media.

Hafilah, E., Chaer, V., & Usman, O. (2019). the effect of brand ambassador, brand image, product quality, and price on purchase decisions SAMSUNG smartphones. *Brand Image, Product Quality, and Price on Purchase Decisions Samsung Smartphones (January 11, 2019)*.

Indomie, Merek mi instan Yang Paling Banyak dikonsumsi Masyarakat Indonesia Setahun Terakhir: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.-a). https://databoks.katadata.co.id/datapublish/2023/02/17/indomie-merek-mi-instan-yang-paling-banyak-dikonsumsi-masyarakat-indonesia-setahun-terakhir

Indonesia, D. (n.d.). *APJII: Pengguna internet Indonesia 215,63 Juta Pada 2022-2023*. Dataindonesia.id. https://dataindonesia.id/digital/detail/apjii-pengguna-internet-indonesia-21563-juta-pada-20222023

Kompasiana.com. (2023, February 14). *Data Digital Dunia Dan Data Digital di Indonesia2023*.KOMPASIANA.https://www.kompasiana.com/mallawa/63ebbb8e5479c31ee31277e2/data-digital-dunia-dan-data-digital-di-indonesia-2023

Laily, N. M. R., & Ekowati, V. M. (2023). Pengaruh harga dan citra merek terhadap keputusan pembelian melalui marketplace shopee dengan rating penjualan toko sebagai variabel moderasi. *Jurnal Lentera Bisnis*, *12*(1), 101-111.

Lukiyana, L., & Simadewa, I. B. (2023). Moderasi Digital Marketing Atas Pengaruh Product Quality dan Fashion Lifestyle Terhadap Keputusan Pembelian Produk Thrift. *Jurnal Ekonomi Pendidikan dan Kewirausahaan*, *11*(2), 223-236.

M, P. (2022, January 25). *Raja Mi Instan: Sejarah Indomie Yang Tak Banyak Orang Tahu!*.CNBCIndonesia.https://www.cnbcindonesia.com/entrepreneur/202201210 93311-25-309265/raja-mi-instan-sejarah-indomie-yang-tak-banyak-orang-tahu

Mahendri, W. (2024). Pengaruh Kualitas Produk, Persepsi Harga dan Customer Experience Terhadap Word of Mouth Pada Skincare Brand Emina. *Journal of Information Systems Management and Digital Business*, *1*(2), 33-42.

Nugroho, A. W. (2012). Pengujian Efek Moderasi Melalui Analisis Regresi Berganda. *Jurnal Pengukuran Psikologi dan Pendidikan Indonesia*, *1*(4), 229-242.

Noeryakin, F., & Eriza, F. (2022). Pengaruh Purnajual dan Kualitas Pelayanan terhadap Loyalitas Konsumen Indihome Pt. Telkom Indonesia Medan (Studi pada Masyarakat Kota Medan). *Regress: Journal of Economics & Management*, *1*(3), 89-99.

Noviyana, D., & Sitorus, R. R. (2023). Pengaruh Competitive Advantage dan Digital Business Strategy terhadap Financial Performance dengan Digital Marketing Sebagai Variabel Moderasi. *Management Studies and Entrepreneurship Journal (MSEJ)*, *4*(2), 1288-1304.

Prasetyowati, A., Martha, J. A., & Indrawati, A. (2020). Digital marketing.

Pratikno, A. S., Prastiwi, A. A., & Ramahwati, S. (2020). Penyajian Data, Variasi Data, dan Jenis Data. *OSF PREPRINTS*, 1-10.

Putri, P. M., & Marlien, R. A. (2022). Pengaruh Digital Marketing terhadap Keputusan Pembelian Online. *Jesya (Jurnal Ekonomi Dan Ekonomi Syariah)*, *5*(1), 25-36.

Putsanra, D. V., & Raditya, I. N. (2023, August 30). *Kisah Mie Gaga Dan Indomie Serta Profil Pendiri Djajadi Djaja*. tirto.id. https://tirto.id/kisah-mie-gaga-dan-indomie-serta-profil-pendiri-djajadi-djaja-gPvR

Purnomo, Y. J. (2023). Digital marketing strategy to increase sales conversion on e-commerce platforms. *Journal of Contemporary Administration and Management (ADMAN)*, *1*(2), 54-62.

Rajasa, E. Z., Manap, A., Ardana, P. D. H., Yusuf, M., & Harizahayu, H. (2023). Literature Review: Analysis of Factors Influencing Purchasing Decisions, Product Quality And Competitive Pricing. *Jurnal Ekonomi*, *12*(01), 451-455.

Rahadi, Rianto, Dedi, and Muhammad Farid. 2021. Analisis Variabel Moderating. Jakarta: Prenada Media Group.

Reinaldo, I., & Chandra, S. (2020). The influence of product quality, brand image, and price on purchase decision at CV sarana berkat pekanbaru. *Journal of Applied Business and Technology*, *1*(2), 137-150.

Sepfiani, P., Nst, M. L. I., & Harahap, M. I. (2023). Impact of electronic Word-of-Mouth, product quality, and brand image on purchasing decisions in the skincare industry. *Journal of Enterprise and Development (JED)*, *5*(Special-Issue-1), 318-338.

Septiyana, F., Shihab, M. S., Kusumah, H., & Apriliasari, D. (2023). Analysis of the effect of product quality, price perception and social value on purchase decisions for lampung tapis fabrics. *APTISI Transactions on Management (ATM)*, *7*(1), 54-59.

Suriani, N., & Jailani, M. S. (2023). Konsep Populasi dan Sampling Serta Pemilihan Partisipan Ditinjau Dari Penelitian Ilmiah Pendidikan. *Jurnal IHSAN: Jurnal Pendidikan Islam*, *1*(2), 24-36.

Siregar, Y. S., Darwis, M., Baroroh, R., & Andriyani, W. (2022). Peningkatan Minat Belajar Peserta Didik dengan Menggunakan Media Pembelajaran yang Menarik pada Masa Pandemi Covid 19 di SD Swasta HKBP 1 Padang Sidempuan. *Jurnal Ilmiah Kampus Mengajar*, 69-75.

Schuberth, F., Rademaker, M. E., & Henseler, J. (2023). Assessing the overall fit of composite models estimated by partial least squares path modeling. *European Journal of Marketing*, *57*(6), 1678-1702.

Thabroni, oleh G. (2022, October 17). *Brand image (Citra Merek): Pengertian, Indikator, Manfaat, DSB*. serupa.id. https://serupa.id/brand-image-citra-merek-pengertian-indikator-manfaat-dsb/

Tanjung, K. R., Nawawi, Z. M., & Sudiarti, S. (2023). Analysis of the Influence of Halal Product, Brand Image, and Price on Purchase Decisions of MS Glow Skincare Products through Digital Marketing as a Moderating Variable. *Quantitative Economics and Management Studies*, *4*(5), 849-859.

Utomo, J., Nursyamsi, J., & Sukarno, A. (2023). Analisis Pengaruh Produk, Promosi dan Digital Marketing Terhadap Keputusan Pembelian Pada Belanja Online Dengan Kepuasan Konsumen Sebagai Inteverning. *Jurnal Ekonomi dan Manajemen*, *2*(1), 100-116.

WAHID, A. (2018). Pengaruh Harga, Desain dan Kualitas Bahan Baku Terhadap Keputusan Pembelian *(Studi Kasus Konsumen Toko Rizki Barokah Kudus)* (Doctoral dissertation, IAIN KUDUS).

Yoeliastuti, Y., Darlin, E., & Sugiyanto, E. (2021). The Influence of Brand Image, Price and Promotion on Purchasing Decisions Through the Shopee Online Sales Application. *Lantern Business Journal*, *10*(2), 212-223.

Zanubiya, J., Meria, L., & Juliansah, M. A. D. (2023). Increasing Consumers with Satisfaction Application based Digital Marketing Strategies. *Startupreneur Business Digital (SABDA Journal)*, *2*(1), 12-21.