

THE INFLUENCE OF DIGITAL MARKETING ON PURCHASING DECISIONS THROUGH CONSUMER BEHAVIOR ON VEGETABLE SEED PRODUCTS

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Abstract: Vegetable seeds are vegetable plant seeds that are used for farming and farming development purposes. Seeds have an agronomic function, namely as a means to multiply vegetable plants. Seed quality is very important because it will determine the quality and yield of vegetable harvests. This study uses quantitative research methodology to test the relationship between digital marketing and purchasing decisions through consumer behavior on vegetable seed products. The research population is vegetable seed customers in the marketplace. The address of the vegetable seed shop is in Dsn. Tanjung, Ds. Waterstanjung, District. Wringinanom, Kab. Gresik 61176. The sampling technique uses nonprobability sampling, which is a sampling technique that does not provide an equal opportunity for each member of the population to be selected as a member of the population sample totaling 90 people. The data source used in this study is primary data. The primary data used in this study is data obtained based on questionnaire answers distributed to all respondents. The data analysis technique used is descriptive statistical analysis, simple regression analysis, namely the SEM-PLS test, the software used to help process data in this study is Smart Pls 4.0. Data testing in this study uses outer model analysis (measurement model) which includes validity and reliability tests. Then there is an inner model analysis (structural model evaluation) which includes a model fit test, cross validated redundancy (Q2) and hypothesis testing through the method (bootstrapping). The test results reveal that: 1) digital marketing has a significant and positive effect on consumer behavior; 2) digital marketing has a significant positive effect on purchasing decisions; 3) consumer behavior has a significant positive effect on purchasing decisions; 4) digital marketing has a significant positive effect on purchasing decisions through consumer behavior.

Keywords: Consumer Behavior, Digital marketing, Purchasing Decisions

INTRODUCTION

Companies in Indonesia are trying to increase their sales and brand image through digital marketing in today's technological era. Marketing is a managerial process that makes individuals or groups get what they want by creating, offering, and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers (Alamsyah et al., 2024). Companies now have to come up with unique and different forms of digital marketing to stay ahead of their competitors. Digital Marketing is the need of the hour that helps connect businesses and consumers even in these tough times (Pillai et al., 2021).

This technological advancement makes the world seem like a small village because this communication media is able to facilitate access and interaction with consumers. Consumers use digital communication channels to search for product information and services. This has become part of people's daily lives (Alghizzawi, 2019). In this situation, digital marketing has emerged as a rational solution for companies seeking to improve their performance by taking

advantage of the substantial increase in consumer concentration on the internet, leading to their increased interaction with digital media. Digital marketing is a contemporary marketing practice that goes beyond traditional marketing incorporating digital aspects. Traditional marketing is not meant to be replaced by it; rather, both should coexist with interchangeable roles throughout the consumer experience (Mukhtar et al., 2023).

Marketing or offering activities are carried out intensively, both from product offerings, payments, and shipping. Digital marketing is all promotional or marketing efforts and market searches using internet devices with digital media online by utilizing various means such as social networks in order to communicate with potential consumers. With the development of digital world technology and the internet which has a very large role in the world of marketing, digital marketing strategies allow for more prospects because they can meet all kinds of needs (Ariyani et al., 2023).

The increasing development of technology and e-commerce has made people start to abandon the habit of shopping conventionally and switch to shopping online. Online shopping is an efficient and effective solution that can be reached by all groups. The ease of online shopping that can reach local and international markets makes people interested in buying and selling in the marketplace. New media interactions for sellers create new business opportunities and new advertising (Alamsyah et al., 2024).

The use of the internet today has developed into a very large global market for the exchange of goods and services in the last few decades. The current digital era has begun to penetrate all lines of activity. Starting from communication, science to advertising online. Online marketing is an effort made to market products and services using electronic media or the internet. The presence of increasingly sophisticated technological innovations can facilitate various activities, including being used as a marketing tool (Fariz et al., 2023).

This digital marketing evolution presents a new challenge. Consumers can develop their way to find out information about the products they want to buy. Digital marketing is packaged as content in advertising a product to become a selling point. The content presented can be received by consumers effectively, quickly, and in a friendly way (Alamsyah et al., 2024).

Vegetable seeds are vegetable plant seeds that are used for farming and farming development. Seeds have an agronomic function, namely as a means to multiply vegetable plants. Seed quality is very important because it will determine the quality and yield of vegetable harvests.

Vegetables are important commodities cultivated by farmers in various regions in Indonesia. Vegetable commodities are cash crops that can actually bring benefits to farmers in Indonesia. Thus, success in vegetable farming can make a big contribution to farmers' welfare.

The success of main vegetable cultivation in Indonesia is largely determined by the availability of quality vegetable seeds on an ongoing basis. While the availability of seeds is greatly influenced by various policies in the agricultural sector by the Indonesian government.

In the vegetable seed shop in Wates Tanjung Village, Wringinanom District, there is a lot of interest from farmers, especially in the village area, it is very good for planting vegetables and other food ingredients by the local community.

This study is to determine the influence of digital marketing on purchasing decisions through consumer behavior. Consumer behavior is used to reveal the mechanism between digital marketing and purchasing decisions. The purpose of this study is

1. To find out and analyze Digital Marketing towards Consumer Behavior on vegetable seed products.
2. To find out and analyze Digital Marketing on Purchasing Decisions on vegetable seed

products.

3. To find out and analyze Consumer Behavior towards Purchasing Decisions on vegetable seed products.
4. To find out and analyze Digital Marketing on Purchasing Decisions through Consumer Behavior on vegetable seed products.

LITERATURE REVIEW

Digital Marketing

Digital marketing can be defined as a method of promoting products and brands through online platforms. Digital marketing is interactive and measurable marketing that uses digital technology to target products and services to reach, convert, and retain someone as a customer. The benefits of digital marketing include increased reach, minimized costs, ease of tracking and measurement, integration, accountability, social flows, and increased conversion rates (Alamsyah et al., 2024). As also stated by (Mukhtar et al., 2023) efficient and effective digital marketing can be carried out through the inclusion of website components and utilizing the internet as a platform for various strategic activities.

According to (Sopiyan, 2022) digital marketing indicators as follows:

1. Paid search click-based advertising (PPC Advertising)
Digital advertising where the advertiser will pay if the user clicks on the ad.
2. Affiliate marketing and strategic partnership
Promote products to other companies and get a commission every time a sale occurs.
3. Social Network
A platform used to interact, share information and build relationships with other people online.

Consumer Behavior

Consumer behavior is a study that includes the decision-making process and physical activities of individuals in evaluating, obtaining, using, or disposing of goods and services. Consumer behavior This study includes analysis of factors that influence behavior before, during, and after purchase, including the underlying psychological aspects (Alamsyah et al., 2024).

Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, or experiences to satisfy their needs and wants. This definition can be interpreted that consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, or experiences to satisfy their needs and wants (Fariz et al., 2023).

Consumer behavior indicators according to (Tamengkel, 2022) are as follows:

1. Cognitive components
Consumer trust and perception of objects. The object in question is the product attribute, the more positive the trust in a brand or product, the overall cognitive components will support the overall attitude emphasizing that cognitive as a form of trust will be formed through knowledge.
2. Affective component
Emotional reflects a person's feelings towards an object, whether the object is desired or liked. Affective also reflects motivation where a person will experience emotional & physiological drives.
3. Konatifn component
Reflecting the actual tendencies and behavior towards an object, where this component shows the tendency to carry out an action, the action in the conative component is the desire to behave.

Purchasing Decisions

Purchasing decision is choosing two or more alternative choices. That is, purchasing decision is taken by providing several alternative choices, this process often involves many decisions involving choosing between two or more alternative actions (Alamsyah et al., 2024). The needs of each consumer are basically different, and are also influenced by many things such as consumer appeal to different tastes for products, because of the many differences in consumer tastes, it is necessary to consider carefully before making a purchasing decision (Fariz et al., 2023).

According to (Tirtayasa et al., 2021) indicator Purchasing Decisions are:

1. Product Choice (product choice)
Consumers can make decisions to buy a product or use their money for other purposes.
2. Purchase Timing (purchase time)
Consumer purchasing decisions in choosing the time of purchase can vary, such as purchasing every day, once a week, once every two weeks or once a month.
3. Purchase Amount (purchase amount or quantity)
Consumers can make decisions about how much of a product they will buy at any one time.

Hypothesis Formulation

Companies now have to come up with unique and different forms of digital marketing to stay ahead of their competitors. Digital Marketing is the need of the hour that helps connect businesses and consumers even in these tough times (Pillai et al., 2021). This digital marketing evolution presents a new challenge. Consumers can develop their way to find out information about the products they want to buy. Digital marketing is packaged as content in advertising a product to become a selling point. The content presented can be received by consumers effectively, quickly, and in a friendly way (Alamsyah et al., 2024).

H1 : Digital Marketing has a significant and positive influence on Consumer Behavior on vegetable seed products.

Digital marketing is a contemporary marketing practice that goes beyond traditional marketing by incorporating digital aspects. Traditional marketing is not meant to be replaced by it; instead, the two should coexist with interchangeable roles throughout the consumer experience (Mukhtar et al., 2023). This technological advancement makes the world seem like a small village because this communication media is able to facilitate access and interaction with consumers. Consumers use digital communication channels to search for product information and services. This has become part of people's daily lives (Alghizzawi, 2019)

H2 : Digital Marketing has a significant and positive influence on Purchasing Decisions on vegetable seed products.

The increasing development of technology and e-commerce has made people start to abandon the habit of shopping conventionally and switch to shopping online. Online shopping is an efficient and effective solution that can be reached by all groups. The ease of online shopping that can reach local and international markets makes people interested in buying and selling in the marketplace. New media interactions for sellers create new business opportunities and new advertising (Alamsyah et al., 2024). The needs of each consumer are basically different, and are also influenced by many things such as consumer appeal to different tastes for products, because of the many differences in consumer tastes, it is necessary to consider carefully before making a purchasing decision (Fariz et al., 2023).

H3 : Consumer Behavior has a significant and positive influence on Purchasing Decisions on vegetable seed products.

Consumer behavior is a series of activities and mental processes that occur before, during, and after the purchase and use of products or services that include motivation, purchase decisions, consumption patterns, and post-purchase evaluations. Consumers have limited access to access digital information, including digital marketing. Understanding consumer behavior is formed from advertising interactions, consumer involvement in digital marketing becomes a mediation that connects with purchasing decisions (Alamsyah et al., 2024).

H4 : Digital Marketing has a significant and positive influence on Purchasing Decisions through Consumer Behavior on vegetable seed products.

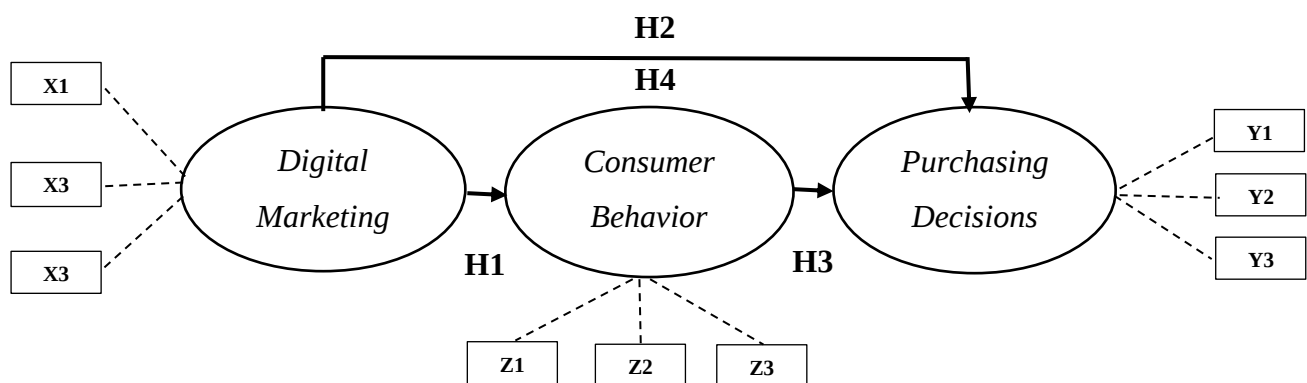


Figure 1. Conceptual framework

METHODS

This study uses quantitative research methodology to test the relationship between Digital Marketing and Purchasing Decisions through Consumer Behavior in Vegetable Seed Products. The population of the study was vegetable seed customers in the marketplace. The address of the vegetable seed shop is in Dsn. Tanjung, Ds. Watestanjung, Kecamatan. Wringinanom, Kab. Gresik 61176. The sampling technique used Nonprobability Sampling, namely a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample member.(Garaika Darmanah., 2019). The data source used in this study is primary data. The primary data used in this study is data obtained based on the answers to the questionnaire distributed to all respondents. In this study, the data source was obtained directly from the answers to the questionnaire results that had been given to the predetermined sample, namely vegetable seed buyers in the marketplace. Determining the sample in this study uses the formula (Hair et al., 2022). This sample calculation is where the number of indicators is multiplied by 5 to 10. This formula can be used when the population size is not known with certainty. The following is a calculation using the formula (Hair et al., 2022):

$$S = \text{Number of Indicators} \times 10$$

$$S = 9 \times 10$$

$$S = 90$$

So the total sample taken was 90 people.

The primary data used in this study were collected by distributing questionnaires to buyers at vegetable seed stores. In this study, a Likert scale was used to answer questions. Descriptive statistical analysis, namely the SEM-PIS test, is a data analysis method used in

this study. The device used to assist in data processing is Smart Pls 4.0. The test of this research data uses an outer model analysis (measurement model) which contains validity and reliability tests. Then there is an inner model analysis (structural model evaluation) which contains a model goodness test (model fit), cross validated redundancy (Q2) and hypothesis testing through the method (bootstrapping).

RESULTS AND DISCUSSION

This study was conducted using a questionnaire filled out by 90 vegetable seed shop buyers. The researcher distributed the questionnaire via a questionnaire link and distributed it to each buyer. Overall, the total number of questionnaires distributed was 90 questionnaires or 100% of the entire population.

Table 1. Respondent characteristics

Gender	Frequency	Percentage (%)
1. Man	69	71.4%
2. Woman	21	28.6%
Total	90	100%

Age	Frequency	Percentage (%)
1. 20 – 22	14	16 %
2. 23 – 25	25	28 %
3. 26 - 28	20	22%
4. 28 +	31	34 %
Total	90	100%

Outer Model

Validity Test and Reliability Test

Table 2. Validity Test

Variables	Digital Marketing (X)	Purchasing Decisions (Y)	Consumer Behavior(Z)	Information
X1.1	0.890			Valid
X1.2	0.882			Valid
X2.1	0.890			Valid
X2.2	0.942			Valid
X3.1	0.895			Valid
X3.2				Valid
Y1.1		0.776		Valid
Y1.2		0.808		Valid
Y2.1		0.866		Valid
Y2.2		0.927		Valid
Y3.1		0.896		Valid
Y3.2		0.879		Valid
Z1.1			0.876	Valid
Z1.2			0.862	Valid
Z2.1			0.807	Valid
Z2.2			0.930	Valid
Z3.1			0.883	Valid
Z3.2			0.881	Valid

Source: SmartPLS Output Appendix processed data (2025)



Table 2 shows that the validity test can be known after performing calculations using the SmartPLS version 4.0 program, the results show that all items from each statement have a significant value (≤ 0.05), so that all items are declared valid.

Reliability test can be measured using two stages, namely Composite reliability and Cronbach's alpha with each value > 0.7 . The results of the composite reliability and Cronbach's alpha tests that have been carried out are as follows:

Composite Reliability Test and Cronbach's Alpha

Table 3. Composite Reliability Test and Cronbach's Alpha

Variables	Cronbach's alpha	Compositereliability (rho_a)	Compositereliability (rho_c)	Average variance extracted (AVE)
Digital Marketing (X)	0.953	0.954	0.963	0.811
Purchasing Decisions (Y)	0.929	0.934	0.945	0.740
Consumer Behavior (Z)	0.938	0.940	0.951	0.764

Source: SmartPLS Output Appendix processed data (2025)

Convergent Validity

Average Variance Exception (AVE)

AVE is the value owned by each variable. AVE can be declared valid if it has a value > 0.5 . From the AVE analysis, the results obtained are as follows:

Table 4. Average Variance Exception (AVE)

Variables	Cronbach's alpha	Compositereliability (rho_a)	Compositereliability (rho_c)	Average variance extracted (AVE)
Digital Marketing (X)	0.953	0.954	0.963	0.811
Purchasing Decisions (Y)	0.929	0.934	0.945	0.740
Consumer Behavior (Z)	0.938	0.940	0.951	0.764

Source: SmartPLS Output Appendix processed data (2025)

Table 4. It is known that the AVE value is > 0.5 . This means that the value of each variable Digital Marketing (X), Purchasing Decisions (Y), Consumer Behavior (Z). is declared valid and suitable for use as the next testing step.

Discriminant Validity

Fornell Larcker Criterion

Fornell Larcker criterion analysis, the following results were obtained

Table 5. Fornell Larcker Criterion

Variables	Digital Marketing(X)	Purchasing Decisions(Y)	Consumer Behavior(Z)
Digital marketing (X)	0.900		
Purchasing Decisions (Y)	0.972	0.860	
Consumer Behavior(Z)	0.807	0.895	0.874

Source: SmartPLS Output Appendix processed data (2025)

Table 5 shows that the correlation results of the variables with the variables themselves are higher than the correlation between the variables with other variables. So, it can be interpreted that the correlation between the variables with the variables themselves is valid and can be used for the next testing step.

Cross Loading

Table 6. Cross Loading Test

Variables	Indicator	Digital Marketing (X)	Purchasing Decisions(Y)	Consumer Behavior (Z)
X1.1	Advertising	0.890	0.896	0.728
X1.2		0.882	0.854	0.735
X2.1	Affiliate marketing	0.890	0.826	0.701
X2.2		0.942	0.927	0.793
X3.1	Social Network	0.895	0.866	0.666
X3.2		0.902	0.879	0.729
Y1.1	Cognitive components	0.665	0.776	0.862
Y1.2		0.690	0.808	0.876
Y2.1	Affective component	0.895	0.866	0.666
Y2.2		0.942	0.927	0.793
Y3.1	Konatifn Component	0.890	0.896	0.728
Y3.2		0.902	0.879	0.729
Z1.1	Product selection	0.690	0.808	0.876
Z1.2		0.665	0.776	0.862
Z2.1	Purchase time	0.684	0.701	0.807
Z2.2		0.770	0.850	0.930
Z3.1	Quantity	0.707	0.774	0.883
Z3.2		0.712	0.779	0.881

Source: SmartPLS Output Appendix processed data (2025)

Table 6. It can be seen that the correlation value between indicators and the variables themselves is higher than the correlation value between indicators and other variables, namely with a value of >0.7 . So it is concluded that this study can be continued to the next testing stage.

Inner Model

Path Coefficients

Table 7. Path Coefficients Test

Variables	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Tstatistcs ((O/STDEV))	P values
Digital Marketing (X) -> Purchasing Decisions(Y)	0.716	0.716	0.037	19,171	0.000
Digital marketing (X) -> Consumer Behavior ((Z)	0.807	0.807	0.069	11,621	0.000

Consumer Behavior(Z) -> Purchasing Desicions (Y)	0.318	0.317	0.030	10,651	0.000
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Source: SmartPLS Output Appendix processed data (2025)

The results of the data analysis in table 7, the path coefficients can be seen from the original sample value O. The original sample value O produced by the Digital Marketing variable (X) against Purchasing Decisions (Y) has a value of 0.716 where the value is close to the value range of 1, so it means that the relationship between the Digital Marketing variable (X) and Purchasing Decisions (Y) is 0.716.(X) towards Purchasing Decisions (Y) is positive.

The original sample value O generated the Attitude variable (X) towards Consumer Behavior (Z) has a value of 0.807 where this value is close to the value range of 1, so it means that the relationship between the Digital Marketing variable (X) and Consumer Behavior (Z) is positive.

The original sample value O produced by the Consumer Behavior (Z) variable on Purchasing Decisions (Y) has a value of 0.318 where this value is close to the value range of 1, so it means that the relationship between the Consumer Behavior (Z) variable and Purchasing Decisions (Y) is positive.

Goodness of Fit (GoF) Index or Model Fit

Table 8. Goodness of Fit (GoF) Index or Model Fit Test

	Saturated model	Estimated model
SRMR	0.037	0.166
d_ULS	1,479	1,050
d_G	0.591	0.591
Chi-square	143,129	143,129
NFI	0.630	0.630

Source: SmartPLS Output Appendix processed data (2025)

Data analysis table 4.12, it is known that the resulting NFI value is 0.630 which if the value is presented becomes 63%. So it can be concluded that the model owned in this study has 63% fit.

Hypothesis Testing

Table 9. Indirect effect and hypothesis test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Digital marketing (X) -> Consumer Behavior (Z) -> Purchasing Desicions(Y)	0.257	0.257	0.039	6.611	0.000
Digital Marketing(X) -> Purchasing Desicions(Y)					0.000
Digital Marketing(X) -> Consumer Behavior(Z)					0.000
Consumer Behavior(Z) -> Purchasing Desicions(Y)					0.000

Source: SmartPLS Output Appendix processed data (2025)

Table 9. It is known that the results of the analysis of hypothesis testing and hypothesis testing are seen from the P values. The P values produced by the Digital Marketing (X) variable on Purchasing Decisions (Y) have a final value of 0.000, which means that the value is <0.05 , so it can be interpreted that Digital Marketing (X) has a significant and positive effect on Purchasing Decisions (Y).

The P values produced by the Digital Marketing (X) variable on Consumer Behavior (Z) have a final value of 0.000, which means that the value is <0.05 , so it can be interpreted that Digital Marketing (X) has a significant and positive effect on Consumer Behavior (Z).

The P values produced by the Consumer Behavior (Z) variable on Purchasing Decisions (Y) have a final value of 0.000, which means that the value is <0.05 , so it can be interpreted that Consumer Behavior (Z) has a significant and positive effect on Purchasing Decisions (Y).

The P values produced by the Digital Marketing (X) variable on Purchasing Decisions (Y) through (Consumer Behavior) have a final value of 0.000, which means that the value is <0.05 , so it can be interpreted that Digital Marketing (X) has a significant and positive effect on Purchasing Decisions (Y) through (Consumer Behavior).

DISCUSSION

Vegetables are important commodities cultivated by farmers in various regions in Indonesia. Vegetable commodities are cash crops that can actually bring benefits to farmers in Indonesia. Thus, success in vegetable farming can make a big contribution to farmers' welfare. The success of main vegetable cultivation in Indonesia is largely determined by the availability of quality vegetable seeds on an ongoing basis. While the availability of seeds is greatly influenced by various policies in the agricultural sector by the Indonesian government. In the vegetable seed shop in Wates Tanjung Village, Wringinanom District, there is a lot of interest from farmers, especially in the village area, it is very good for planting vegetables and other food ingredients by the local community.

The results obtained show that the majority of respondents are male, while the results obtained based on the age of the respondents are dominated by employees aged 28+. Furthermore, the results of the hypothesis testing in the research have all been proven correct, namely as follows:

1. Digital marketing on Consumer Behavior

Digital Marketing has a significant and positive influence on Consumer Behavior. Companies now have to present a unique and different form of digital marketing to be one step ahead of their competitors. Digital Marketing is the need of the hour that helps connect companies and consumers even in these difficult times (Pillai et al., 2021). This digital marketing evolution presents a new challenge. Consumers can develop their way to find out information about the products they want to buy. Digital marketing is packaged as content in advertising a product to become a selling point. The content presented can be received by consumers effectively, quickly, and in a friendly way (Alamsyah et al., 2024).

From the results of the hypothesis test that has been carried out through the bootstrapping method, it is known that digital marketing has a significant and positive influence on consumer behavior, with the same direction, namely if digital marketing increases, it will cause an increase in consumer behavior. Or vice versa, if digital marketing decreases, it will cause a decrease in consumer behavior.

2. Digital Marketing on Purchasing Decisions

Digital Marketing has a significant and positive influence on purchasing decisions. Digital marketing is a contemporary marketing practice that goes beyond traditional marketing by incorporating digital aspects. Traditional marketing is not meant to be replaced by it; instead, both should coexist with interchangeable roles throughout the consumer experience (Mukhtar et al., 2023). This technological advancement makes the world seem like a small village because this communication media is able to facilitate access and interaction with consumers. Consumers use digital communication channels to search for product information and services. This has become part of people's daily lives (Alghizzawi, 2019).

From the results of the hypothesis test that has been carried out through the bootstrapping method, it is known that digital marketing has a significant and positive influence on purchasing decisions, with the same direction, namely if digital marketing increases, it will cause an increase in purchasing decisions. Or vice versa, if digital marketing decreases, it will cause a decrease in purchasing decisions.

3. Consumer Behavior towards Purchasing Decisions

Consumer Behavior has a significant and positive influence on purchasing decisions. The increasing development of technology and e-commerce has made people start to abandon the habit of shopping conventionally and switch to shopping online. Online shopping is an efficient and effective solution that can be reached by all groups. The ease of online shopping that can reach local and international markets makes people interested in buying and selling in the marketplace. New media interactions for sellers create new business opportunities and new advertising (Alamsyah et al., 2024). The needs of each consumer are basically different, and are also influenced by many things such as consumer appeal to different tastes for products, because of the many differences in consumer tastes, it is necessary to consider carefully before making a purchasing decision (Fariz et al., 2023).

From the results of the hypothesis test that has been carried out through the bootstrapping method, it is known that consumer behavior has a significant and positive influence on purchasing decisions, with the same direction, namely if consumer behavior increases, it will cause an increase in purchasing decisions. Or vice versa, if consumer behavior decreases, it will cause a decrease in purchasing decisions.

4. Digital Marketing on Purchasing Decisions through Consumer Behavior

Digital marketing has a significant and positive influence on purchasing decisions through consumer behavior. Consumer behavior is a series of activities and mental processes that occur before, during, and after the purchase and use of products or services that include motivation, purchasing decisions, consumption patterns, and post-purchase evaluations. Consumers have limited access to accessing digital information, including digital marketing. Understanding consumer behavior is formed from advertising interactions, consumer involvement in digital marketing becomes a mediation that connects with purchasing decisions (Alamsyah et al., 2024).

From the results of the hypothesis test that has been carried out through the bootstrapping method, it is known that digital marketing has a significant and positive influence on purchasing decisions through consumer behavior, with the same direction, namely if digital marketing increases, it will cause an increase in purchasing decisions and consumer behavior. Or vice versa, if digital marketing decreases, it will cause a decrease in purchasing decisions and consumer behavior.

CONCLUSION

Conclusion Based on the results of the data analysis in the previous chapter, it can be concluded that:

1. By analyzing data with the help of SmartPLS 4.0 and the discussion that has been done, the conclusion of the study on "The Influence of Digital Marketing on Purchasing Decisions through Consumer Behavior on Vegetable Seed Products". Referring to the research objectives, hypotheses, and analysis models is that digital marketing has a partial effect on consumer behavior. The results were obtained from testing the hypothesis through the bootstrapping method, the digital marketing variable has a significant and positive effect on consumer behavior with a significance value of 0.000 so that ($0.000 < 0.05$). Where the results state that the hypothesis can be accepted and proven true.
2. By analyzing data with the help of SmartPLS 4.0 and the discussion that has been done, the conclusion of the study on "The Influence of Digital Marketing on Purchasing Decisions through Consumer Behavior on Vegetable Seed Products". Referring to the research objectives, hypotheses, and analysis models is that digital marketing has a partial effect on purchasing decisions. The results were obtained from testing the hypothesis through the bootstrapping method, the digital marketing variable has a significant and positive effect on purchasing decisions with a significance value of 0.000 so that ($0.000 < 0.05$). Where the results state that the hypothesis can be accepted and proven true.
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4. By analyzing data with the help of SmartPLS 4.0 and the discussion that has been done, the conclusion of the study on "The Influence of Digital Marketing on Purchasing Decisions through Consumer Behavior on Vegetable Seed Products". Referring to the research objectives, hypotheses, and analysis models is that digital marketing has a simultaneous effect on purchasing decisions through consumer behavior. The results were obtained from testing the hypothesis through the bootstrapping method, the digital marketing variable has a significant and positive effect on purchasing decisions through consumer behavior with a significance value of 0.000 so that ($0.000 < 0.05$). Where the results state that the hypothesis can be accepted and proven true.

SUGGESTION

To increase the success of a vegetable seed store, it is recommended to focus on product quality, customer service, and promotion. Make sure the seeds sold are of high quality, clearly labeled, and have a quality guarantee. In addition, provide comprehensive information about each seed, including how to plant and care for it. Promote the store

through social media and cooperation with the farming community to increase visibility and customer trust.

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