

## **Digital Retail Transformation: The Influence of E-Commerce, Digital Marketing, and Service Quality on Purchasing Decisions**

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### **Abstract**

This study examines the effect of e-commerce, digital marketing, and service quality on purchasing decisions at PT Gramedia Asri Media, a retail company. The study employed a quantitative approach with descriptive and associative characteristics. The population consisted of customers of PT Gramedia Asri Media, based on 86,085 customer transactions. The sample was determined using the Slovin formula, and 120 respondents were obtained during the data collection process. Data were collected through a Likert-scale questionnaire distributed via Google Forms and were analyzed using multiple linear regression with IBM SPSS. The results showed that, partially, e-commerce had a positive and significant effect on purchasing decisions with a t-value of 2.731 and a significance value of 0.007, digital marketing had a positive and significant effect with a t-value of 2.652 and a significance value of 0.009, and service quality had a positive and significant effect with a t-value of 3.988 and a significance value of 0.000. Simultaneously, e-commerce, digital marketing, and service quality had a positive and significant effect on purchasing decisions with an F-value of 84.105 and a significance value of 0.000. The Adjusted R Square value of 0.677 indicated that 67.7% of purchasing decisions could be explained by the three independent variables, while the remaining 32.3% was influenced by other variables outside this study

**Keywords:** e-commerce, digital marketing, service quality, purchasing decisions, retail

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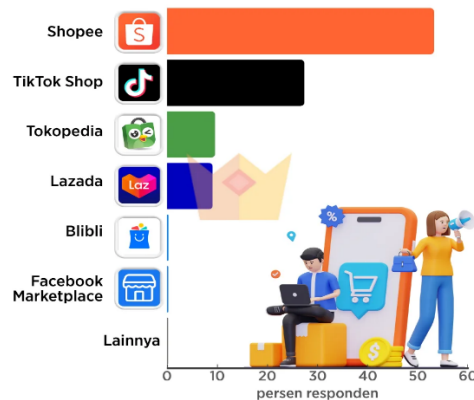
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### **INTRODUCTION**

The development of information and communication technology has transformed the pattern of interaction between companies and consumers, including in the retail industry (Rahayu, 2024). The utilization of the internet, digital devices, and online platforms has shifted consumer shopping behavior from conventional purchasing patterns toward transactions that are faster, more practical, and more flexible. In this context, retail companies can no longer rely solely on physical stores, but also need to optimize digital channels in order to remain competitive (Hariyani, 2014). This transformation has positioned e-commerce, digital marketing, and service quality as strategic factors that increasingly determine a company's success in influencing consumer purchasing decisions.

### E-Commerce yang Sering Diakses Masyarakat Indonesia pada 2025



Sumber: Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)

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Based on Figure 1, it is evident that the use of e-commerce platforms in Indonesia in 2025 reflects the dominance of digital shopping channels in consumer purchasing activities. Shopee is the most frequently accessed platform, followed by TikTok Shop, while other platforms such as Tokopedia, Lazada, Blibli, and Facebook Marketplace show lower access levels (Suwarsih et al., 2021). These findings indicate that Indonesian consumers are becoming increasingly accustomed to conducting shopping activities through digital media, whether for searching product information, comparing alternatives, or completing purchase transactions (Nissa et al., 2025). This phenomenon reinforces the view that digital transformation in the retail industry is an unavoidable necessity (Salqaura et al., 2025). Therefore, PT Gramedia Asri Media, as one of the retail companies in Indonesia, is required not only to rely on its network of physical stores, but also to optimize its online sales platform, digital marketing strategy, and service quality as efforts to improve consumer purchasing decisions.

One of the companies operating within this dynamic environment is PT Gramedia Asri Media. As a retail company engaged in the sale of books, stationery, and multimedia products, PT Gramedia Asri Media does not depend only on its network of physical stores, but has also developed online sales platforms to reach consumers more broadly. This condition indicates that the company is in a position that requires the integration of conventional retail strengths with digital retail strategies. In an increasingly competitive market, the company's ability to manage its e-commerce platform, implement effective digital marketing strategies, and maintain service quality is closely related to consumer purchasing decisions.

Conceptually, e-commerce provides convenience for consumers in accessing products, obtaining information, making payments, and completing transactions efficiently (Lestari et al., 2024). On the other hand, digital marketing functions as a marketing communication tool that is capable of attracting consumer attention through websites, social media, email marketing, and various other forms of digital promotion (Purwanto et al., 2022). However, digital accessibility alone is not always sufficient to encourage purchasing decisions if it is not supported by good service quality (Thamrin et al., 2025). Service quality remains an essential element because it is associated with reliability, responsiveness, assurance, and the company's ability to

meet consumer expectations, both in direct services and in digital-based services (Amelia et al., 2023). The combination of these three variables is therefore closely related to purchasing decisions as the final outcome of the consumer evaluation process (Lubis et al., 2023).

The phenomenon underlying this study shows that there has been a shift in consumer behavior at PT Gramedia Asri Media, namely the tendency for transactions through e-commerce to increase while interest in shopping at physical stores has declined. On the other hand, even though digital marketing has been carried out intensively, there are still several obstacles that may affect purchasing decisions, such as delayed delivery and a lack of personalization in promotional activities. This condition indicates that the digital strategies implemented by the company have not fully guaranteed an increase in consumer purchasing decisions when the service experience received by consumers is still not optimal. In other words, purchasing decisions in the context of modern retail are not determined solely by the presence of digital technology, but also by the quality of service that accompanies it.

From an academic perspective, previous studies have shown that e-commerce, digital marketing, and service quality are related to purchasing decisions. However, the studies cited in this research tend to examine these variables separately or in different combinations. Some studies focus on the effect of e-commerce and promotion on purchasing decisions, while others examine digital marketing, word of mouth, and service quality, or analyze digital marketing and service quality in relation to repurchase decisions in a coffee shop context. This indicates that there is still a research gap in examining the simultaneous effect of e-commerce, digital marketing, and service quality within a single model, particularly in the context of a large retail company that integrates physical stores and digital channels such as PT Gramedia Asri Media. Therefore, this study seeks to fill that gap by testing the partial and simultaneous effects of these three variables on purchasing decisions in a modern retail setting.

The urgency of this study lies in two main aspects. First, from a practical perspective, the findings are needed by PT Gramedia Asri Media to identify which factors most strongly influence consumer purchasing decisions, so that the company can prioritize its strategies more effectively, whether in developing its e-commerce system, strengthening digital promotion, or improving service quality. Second, from an academic perspective, this study is important for enriching the literature in marketing management, particularly regarding consumer behavior in modern retail in the digital era. In an increasingly competitive business environment, companies are not only required to provide products, but also to create an integrated purchasing experience that combines technology, promotion, and service excellence.

The novelty of this study lies in its integrated examination of e-commerce, digital marketing, and service quality as determinants of purchasing decisions within a single research model at PT Gramedia Asri Media as a modern retail company. Compared with previous studies, this research offers a more specific context, namely the retail sector of books, stationery, and multimedia products that operates through a combination of offline and online channels. Thus, this study not only broadens the object of analysis, but also provides empirical evidence on how purchasing decisions are formed within a retail ecosystem undergoing digital transformation. Based on this background, this study investigates the effect of e-commerce, digital marketing, and service quality on purchasing decisions at PT Gramedia Asri Media.

## METHODOLOGY

This study employed a quantitative approach with descriptive and associative characteristics to analyze the effects of e-commerce, digital marketing, and service quality on purchasing decisions at PT Gramedia Asri Media, located at Sun Plaza Medan, with the research conducted from May 2025 to February 2026. The study population consisted of all customers of PT Gramedia Asri Media, based on 86,085 customer transactions, while the sample was determined using the Slovin formula with a 10% margin of error, resulting in a minimum sample of 100 respondents; however, in its implementation, the data analyzed involved 120 respondents. Data were collected through a Likert-scale questionnaire distributed via Google Forms, with data sources consisting of primary data obtained from respondents and secondary data derived from company reports, books, and relevant journals. The research variables consisted of e-commerce, digital marketing, service quality, and purchasing decisions, which were measured based on the indicators of each variable. Data analysis was carried out using multiple linear regression with IBM SPSS, preceded by validity and reliability tests of the instrument, as well as classical assumption tests including normality, multicollinearity, and heteroscedasticity tests. Furthermore, hypothesis testing was conducted through the t-test to examine partial effects, the F-test to examine simultaneous effects, and the coefficient of determination ( $R^2$ ) to determine the ability of the independent variables to explain the dependent variable.

## RESULTS AND DISCUSSION

**Table. 1 Respondent Characteristics**

Characteristic	Category	Percentage (%)
Age	< 17 years	10.7
Age	17–30 years	79.3
Age	31–60 years	9.9
Gender	Male	39.7
Gender	Female	60.3

Source: Google Form Questionnaire.

In this study, respondents were classified based on age and gender. Based on age, the majority of respondents were 17–30 years old, accounting for 79.3% of the total respondents. This was followed by respondents aged below 17 years at 10.7%, while respondents aged 31–60 years represented 9.9%. These findings indicate that the study was dominated by younger respondents, particularly those aged 17–30 years, who generally have high mobility, are more responsive to current trends, and show greater interest in the products and services offered. Based on gender, 60.3% of respondents were female, while 39.7% were male. This indicates that female respondents were more dominant in this study, which may reflect that women tend to be more active

and responsive to products and promotional offers, especially in online shopping activities.

**Table 2 Results of Descriptive Statistical Analysis**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
E-commerce	120	16	40	34.48	3.830
Digital Marketing	120	22	40	34.35	3.849
Kualitas Pelayanan	120	18	40	34.48	4.104
Keputusan Pembelian	120	24	40	34.69	3.689
Valid N (listwise)	120				

**Source: IBM SPSS Data Analysis Results, 2025**

The table above shows that the dataset consists of 120 respondents. The E-commerce variable (X1) has a minimum value of 16 and a maximum of 40, with a mean of 34.48 and a standard deviation of 3.830. The Digital Marketing variable (X2) has a minimum value of 22 and a maximum of 40, with a mean of 34.35 and a standard deviation of 3.849. Furthermore, Service Quality (X3) has a minimum value of 18 and a maximum of 40, with a mean of 34.48 and a standard deviation of 4.104. The Purchase Decision variable (Y) has a minimum value of 24 and a maximum of 40, with a mean of 34.69 and a standard deviation of 3.689.

**Table. 3 Summary of Validity Test Results**

Variable	Number of Items	Range of r-count	r-table	Result
E-commerce (X1)	8	0.575–0.873	0.179	Valid
Digital Marketing (X2)	8	0.561–0.763	0.179	Valid
Service Quality (X3)	8	0.672–0.818	0.179	Valid
Purchasing Decisions (Y)	8	0.667–0.779	0.179	Valid

**Source: Processed IBM SPSS Data, 2025.**

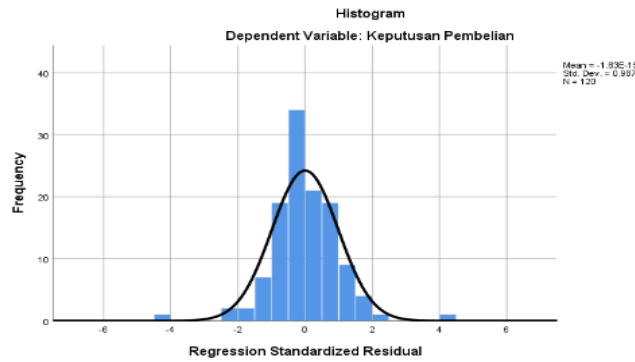
Based on the validity test results, all questionnaire items for the variables of e-commerce, digital marketing, service quality, and purchasing decisions were declared valid. This is indicated by the r-count values of all items, which were higher than the r-table value of 0.179. Therefore, the research instrument was considered appropriate for measuring all variables in this study.

**Table 4. Reliability Test Results**

Variable	Number of Items	Cronbach's Alpha	Description
E-commerce (X1)	8	0.860	Reliable
Digital Marketing (X2)	8	0.855	Reliable
Service Quality (X3)	8	0.894	Reliable
Purchasing Decision (Y)	8	0.876	Reliable

**Source: Processed IBM SPSS Data, 2025.**

Based on Table 4 above, the results show that each variable, namely E-commerce, Digital Marketing, Service Quality, and Purchasing Decision, has a Cronbach's Alpha value greater than 0.60. Therefore, all items in the research instrument are declared reliable



Source: Processed IBM SPSS Data, 2025.

Based on the histogram above, the residual data show a bell-shaped curve pattern that is symmetrical and does not deviate too far to the left or right. Visually, this graph indicates that the residual data of the dependent variable, Purchasing Decision, are normally distributed.

**Multicollinearity Test**

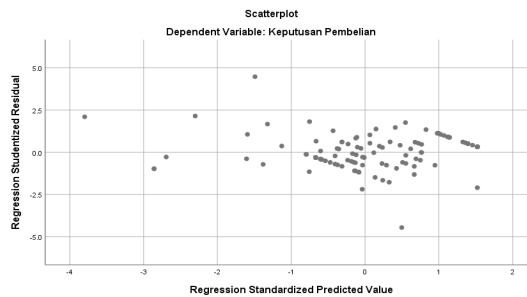
**Table 5 Multicollinearity Test Results**

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	5.902	1.901		3.105	0.002		
E-commerce	0.200	0.073	0.208	2.731	0.007	0.470	2.128
Digital Marketing	0.251	0.095	0.262	2.652	0.009	0.278	3.597
Service Quality	0.385	0.096	0.428	3.988	0.000	0.236	4.240

Source: Processed IBM SPSS Data, 2025.

Based on Table 5 all research variables had tolerance values greater than 0.10 and VIF values less than 10. This indicates that the regression model did not have a multicollin

**Heteroscedasticity Test**



Based on the scatterplot, the points are randomly distributed above and below zero on the Y-axis and do not form a specific pattern. This indicates that heteroscedasticity did not occur in the regression model.

**Table 6 Multiple Linear Regression Test Results**

Variable	B	Std. Error	Beta	t	Sig.
Constant	5.902	1.901		3.105	0.002
E-commerce	0.200	0.073	0.208	2.731	0.007
Digital Marketing	0.251	0.095	0.262	2.652	0.009
Service Quality	0.385	0.096	0.428	3.988	0.000

Source: Processed IBM SPSS Data, 2025.

Based on Table 3.7, the multiple linear regression equation is as follows:  $Y = 5.902 + 0.200X_1 + 0.251X_2 + 0.385X_3 + e$

This means that if E-commerce, Digital Marketing, and Service Quality are assumed to be zero, the Purchasing Decision value is 5.902. Each one-unit increase in E-commerce increases Purchasing Decision by 0.200, each one-unit increase in Digital Marketing increases Purchasing Decision by 0.251, and each one-unit increase in Service Quality increases Purchasing Decision by 0.385.

**Table 7 Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.828	0.685	0.677	2.097

**Source: Processed IBM SPSS Data, 2025.**

Based on Table 3.8, the Adjusted R Square value was 0.677 or 67.7%, meaning that Purchasing Decision was influenced by E-commerce, Digital Marketing, and Service Quality by 67.7%, while the remaining 32.3% was influenced by other variables not examined in this study.

**Table 8 Simultaneous Hypothesis Testing (F-test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1109.506	3	369.835	84.105	0.000
Residual	510.086	116	4.397		
Total	1619.592	119			

**Source: Processed IBM SPSS Data, 2025.**

Based on Table 3.9, the calculated F-value was greater than the F-table value, namely  $84.105 > 2.68$ , with a significance value of  $0.000 < 0.05$ . Therefore, E-commerce, Digital Marketing, and Service Quality simultaneously had a positive and significant effect on Purchasing Decision.

**Table 9 Partial Hypothesis Testing (t-test)**

Variable	t-value	t-table	Sig.	Result
E-commerce	2.731	1.980	0.007	Positive and significant
Digital Marketing	2.652	1.980	0.009	Positive and significant
Service Quality	3.988	1.980	0.000	Positive and significant

**Source: Processed IBM SPSS Data, 2025.**

Based on Table 3.10, all three independent variables partially had a positive and significant effect on Purchasing Decision. E-commerce, Digital Marketing, and Service Quality each showed t-values greater than the t-table value and significance values below 0.05

### The Effect of E-Commerce on Purchasing Decisions

The results of the study showed that e-commerce had a positive and significant effect on purchasing decisions at PT Gramedia Asri Media. This was evidenced by the t-value of 2.731, which was greater than the t-table value of 1.980, with a significance level of 0.007, which was lower than 0.05. These findings indicate that the first hypothesis was accepted, meaning that the better the implementation of e-commerce by the company, the higher the tendency of consumers to make purchasing decisions.

This condition confirms that digital platforms do not merely function as transaction media, but also serve as instruments that shape consumer perceptions of convenience, efficiency, and trust in shopping activities.

Theoretically, these findings are relevant to the (Kotabe & Helsen, 2023) stated that e-commerce is an electronic platform that enables marketing, purchasing, and payment processes to be carried out online. In the context of consumer behavior, ease of access, completeness of product information, transaction speed, and system security reduce perceived risk and strengthen consumer confidence in making purchasing decisions (Aditi et al., 2022). In other words, when consumers perceive that an e-commerce system provides a practical, fast, and secure shopping experience, their tendency to make purchases becomes stronger (Rybczewska et al., 2020).

The realization of these findings is highly consistent with the characteristics of the study population, namely customers of PT Gramedia Asri Media, who were dominated by respondents aged 17–30 years. This age group tends to have high mobility, is familiar with digital devices, and is more responsive to efficient purchasing systems. In a retail company such as PT Gramedia Asri Media, which sells books, stationery, and multimedia products, consumers need easy access to search for product information, compare options, view promotions, and complete transactions quickly. Therefore, good e-commerce quality becomes a real factor influencing purchasing decisions in this research population.

These findings are supported by (Lestari et al., 2024), who explained that e-commerce is capable of increasing market success in the digital era through more structured advertising, direct feedback, and data-based marketing strategy optimization. This result is also consistent with the study of (Amelia et al., 2024), which found that e-commerce had a positive effect on purchasing decisions. The implication of this study is that PT Gramedia Asri Media needs to continue improving its e-commerce system, both in terms of platform appearance, ease of navigation, completeness of information, payment method variation, and transaction processing speed. Such improvements are important so that consumers can obtain a more comfortable shopping experience, which in turn can encourage more consistent purchasing decisions.

### **The Effect of Digital Marketing on Purchasing Decisions**

The results of the study showed that digital marketing had a positive and significant effect on purchasing decisions at PT Gramedia Asri Media. This was evidenced by the t-value of 2.652, which was greater than the t-table value of 1.980, with a significance level of 0.009, which was lower than 0.05. These findings indicate that the second hypothesis was accepted. This means that the more effective the company's digital marketing strategy, the greater the likelihood that consumers will decide to make a purchase. This positive effect shows that digital marketing does not only function as a promotional communication tool, but also as a medium for building consumer attention, interest, and confidence in the products offered.

Theoretically, these findings are in line with (Zulfikar, 2018), who stated that digital marketing is a series of marketing activities conducted through the internet by utilizing various digital platforms. In addition, (Kotler et al., 2022) emphasized that ease of access to information, content attractiveness, message relevance, and the effectiveness of social media are important elements in digital marketing. From the perspective of purchasing decisions, informative and attractive digital promotions

increase brand awareness, expand communication reach, and make it easier for consumers to recognize product benefits (Sihombing et al., 2023). When information is delivered clearly and in accordance with consumer needs, the likelihood of a purchasing decision also increases (Armariena et al., 2025).

The realization of these findings is clearly reflected in the population of PT Gramedia Asri Media, most of whom belong to the younger age group. Respondents aged 17–30 years are generally more closely connected to social media, websites, and other forms of digital promotion. Within this consumer group, purchasing decisions are often influenced by exposure to online promotions, attractive visual content, product information that is easy to understand, and digital offers that are relevant to their needs. For PT Gramedia Asri Media, digital marketing is highly important because the company not only sells physical products, but also builds a product search experience that may begin through digital channels before consumers decide to purchase online or visit the store directly.

These findings are supported by (Shafitri & Nengsih, 2025)(Shankar et al., 2022), who stated that digital marketing makes it easier for users to obtain up-to-date product information and helps companies build effective communication with consumers. This result is also consistent with (Juniansyah et al., 2025) proved that digital marketing had a positive and significant effect on purchasing decisions. The implication of this study is that PT Gramedia Asri Media needs to strengthen its digital marketing strategy through more creative, interactive, and relevant content, including the optimization of social media, promotions based on consumer needs, and more personalized digital communication. These efforts are essential to maintain consumer attention, strengthen buying interest, and increase purchasing decisions on a sustainable basis.

### **The Effect of Service Quality on Purchasing Decisions**

The results of the study showed that service quality had a positive and significant effect on purchasing decisions at PT Gramedia Asri Media. This was evidenced by the t-value of 3.988, which was greater than the t-table value of 1.980, with a significance level of 0.000, which was lower than 0.05. These findings indicate that the third hypothesis was accepted. In addition, the t-value of service quality was the highest among all independent variables, so it can be concluded that service quality was the most dominant variable influencing purchasing decisions. This finding confirms that although e-commerce and digital marketing are important, the service experience perceived by consumers remains the main factor in determining purchasing decisions.

Theoretically, these findings are consistent with the view of (Kuandi Chandra & Linda, 2023), who defined service quality as the overall excellence of service that supports the company's ability to meet consumer needs. This view is also supported by the concept of (Tezar Arianto et al., 2021), which emphasizes that service quality includes tangible evidence, reliability, responsiveness, and assurance. In relation to purchasing decisions, friendly, responsive, prompt service and the ability to provide clear information will create comfort, trust, and satisfaction among consumers (Rivai et al., 2021). When consumers feel well served, they are not only more confident in making a purchase, but also tend to develop positive perceptions toward the company (Manurung et al., 2025).

The realization of these findings is highly relevant to the population of PT Gramedia Asri Media as a retail company that interacts directly with consumers throughout the purchasing process. Products such as books, stationery, and

multimedia items often require additional information, product recommendations, stock clarity, and quick service responses, whether directly in-store or through digital channels. The dominance of young respondents in this study also indicates that today's consumers not only demand digital convenience, but also expect fast, informative, and responsive service. Therefore, service quality becomes the most tangible element experienced by consumers in the purchasing process, which explains why this variable emerged as the most dominant factor.

These findings are supported by (Pramuji & Salim, 2023), who stated that improving service quality will have an impact on increasing consumer purchasing decisions. This result is also in line with the studies of (Panjaitan & Simanjuntak, 2024) and (Panday & Nursal, 2021), which showed that service quality had a positive and significant effect on purchasing decisions. The implication of this study is that PT Gramedia Asri Media needs to place service quality as a strategic priority, both in terms of improving employee friendliness and competence, speed in responding to customer needs, accuracy of product information, and the ability to handle complaints effectively. Consistent service quality will not only encourage purchasing decisions, but also strengthen consumer loyalty and the company's competitive position amid increasingly experience-based retail competition.

## CONCLUSION

Based on the research findings, it can be concluded that e-commerce, digital marketing, and service quality have a positive and significant effect on purchasing decisions at PT Gramedia Asri Media. Partially, these three independent variables were proven to improve consumer purchasing decisions, with service quality emerging as the most dominant variable. These findings indicate that purchasing decisions are influenced not only by the convenience of transactions through digital platforms and the effectiveness of online promotions, but also by the quality of service directly experienced by consumers. Simultaneously, e-commerce, digital marketing, and service quality also have a significant effect on purchasing decisions, with the model explaining 67.7% of the variance, while the remaining 32.3% is influenced by other variables outside this study. The implications of this study indicate that PT Gramedia Asri Media needs to strengthen the integration of e-commerce platform development, more attractive and targeted digital marketing strategies, and continuous improvements in service quality. The company should place service quality as a top priority, alongside the optimization of digital channels, in order to enhance consumer experience, encourage purchasing decisions, and strengthen the company's competitiveness amid digital retail transformation.

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