



The Influence of Digital Entrepreneurs and Consumer Behavior on Product Purchasing Decisions

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Abstract

In the digital era, technological advancements have significantly impacted how consumers make purchasing decisions. Study aims to analyze the influence of digital entrepreneurs and consumer behavior on purchasing decisions. This study uses a quantitative approach with a sample of 100 respondents selected randomly. The data analysis technique used is Smart PLS 4.0 to examine the relationships between the variables of digital entrepreneurs, consumer behavior, and purchasing decisions. The results of the study show that digital entrepreneurs do not have a significant effect on purchasing decisions. Meanwhile, consumer behavior has a positive and significant effect on purchasing decisions. The findings of this study are expected to provide insights for business players, especially digital entrepreneurs, to better understand the factors influencing consumer purchasing decisions. In addition, these results can serve as a reference for future research focusing on other aspects that affect purchasing decisions in the context of digital marketing.

Kata-kata Kunci:

Digital Entrepreneur,

Consumer Behavior,

Purchasing Decisions, Smart

PLS 4.0

Abstrak

Di era digital, perkembangan teknologi telah membawa dampak signifikan terhadap cara konsumen dalam mengambil keputusan pembelian. Penelitian ini bertujuan untuk menganalisis pengaruh digital preneur dan perilaku konsumen terhadap keputusan pembelian produk. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel sebanyak 100 responden yang dipilih secara acak. Teknik analisis yang digunakan adalah Smart PLS 4.0 untuk menguji hubungan antara variabel digital preneur, perilaku konsumen, dan keputusan pembelian produk. Hasil penelitian menunjukkan bahwa digital preneur tidak memiliki pengaruh signifikan terhadap keputusan pembelian produk. Sedangkan perilaku konsumen terbukti memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk. Temuan penelitian ini diharapkan dapat memberikan wawasan bagi pelaku usaha, khususnya digital preneur, untuk lebih memahami faktor-faktor yang mempengaruhi keputusan pembelian konsumen. Selain itu, hasil ini juga dapat menjadi referensi bagi penelitian selanjutnya yang berfokus pada aspek lain yang memengaruhi keputusan pembelian dalam konteks digital marketing.

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INTRODUCTION

In the current digital era, developments in information and communication technology have brought significant changes in various aspects of life, including in the world of business and consumer behavior (Ananda et al., 2023). The emergence of the internet and various digital platforms has created new opportunities for entrepreneurs to develop their businesses through the concept of digital entrepreneurship or digital entrepreneurship (González-Padilla et al., 2023; Zhai et al., 2023). Digital entrepreneurship refers to efforts to run a business online by utilizing digital technology, both in terms of marketing, sales and service to consumers (Barbosa et al., 2024; González-Padilla et al., 2024; Jadhav et al., 2023).

Digital entrepreneurship offers various advantages such as lower operational costs, wider market reach, and flexibility in managing the business (Khuntia et al., 2024; Martínez-Peláez et al., 2023; Meyer et al., 2023; Zhai et al., 2023; ., 2023). This encourages more and more individuals and companies to enter the world of digital entrepreneurship, creating increasingly fierce competition in the digital market.

On the other hand, consumer behavior is also changing along with the development of digital technology (Calderon-Monge & Ribeiro-Soriano, 2024; González-Padilla et al., 2024; Hadi et al., 2024; Jin et al., 2024). Consumers today are increasingly accustomed to the easy access to information and transactions offered by digital platforms (Lee & Lee, 2020; Parise et al., 2016; Reinartz et al., 2019). They can easily compare products, read reviews from other users, and make purchases with just a few clicks. These changes influence consumer purchasing decisions, which are now more influenced by digital factors such as online reputation, user reviews, and ease of transactions (Akhlak & Ahmed, 2015; Kar, 2021; Saberian et al., 2020).

Consumer purchasing decisions in this digital era are becoming increasingly complex and dynamic (Basu et al., 2023; Labrecque et al., 2013; Leeflang et al., 2014; Marti et al., 2024; Raji et al., 2024; Ramadan, 2023). Digitalpreneurs must understand how consumers behave in the digital world and what factors influence their purchasing decisions (Ameen et al., 2024; Mulyadi et al., 2023; Tajpour et al., 2023). Understanding the interaction between digitalpreneurs and consumer behavior is the key to winning competition in the digital market, (Almestarihi et al., 2024; Calderon-Monge & Ribeiro-Soriano, 2024; Fahrurrozi, 2023; Huang et al., 2024; Karpushkin, 2024).

However, although much research has been conducted on digital entrepreneurship and consumer behavior separately, there are still limited studies that integrate these two aspects to understand their influence on purchasing decisions. Therefore, this research aims to explore the influence of digital entrepreneurship and consumer behavior on purchasing decisions, with the hope of providing more comprehensive insight into the dynamics of today's digital markets.

With the increasingly rapid development of digital technology, the digitalpreneur phenomenon and changes in consumer behavior are not only occurring in developed countries, but also in developing countries, including Indonesia (Hermawan & Kusuma, 2023; Jiwasiddi et al., 2024; Umboh & Aryanto, 2023; Wardana et al., 2023; Zeng et al., 2023). In Indonesia, internet and social media use has increased significantly in recent years, (Pambudi et al., 2023; Yulianti et al., 2023). This opens up great opportunities for digitalpreneurs to develop their business on digital platforms.

However, behind these opportunities, there are various challenges that digitalpreneurs must face. One of them is understanding and meeting consumers' increasingly high expectations for the products and services they buy online, (Rizki & Santoso, 2023; Wibisono & Cahyadi, 2024). Modern consumers tend to be more critical and selective in making purchasing decisions (Banerji et al., 2023; Gajdzik et al., 2023; Shin & Cho, 2023; X. Wang et al., 2023). They want ease of access, speed in service, and guaranteed quality of the products purchased (Juliana et al., 2024; Liu et al., 2023; Ryu et al., 2023; Song & Jo, 2023; Zaato et al., 2023). In addition, they are also influenced by factors such as reviews from other consumers, recommendations from influencers, and brand reputation online (Jiménez-Castillo & Sánchez-Fernández, 2019; Lou & Yuan, 2019; L. Wang et al., 2022).

For example, studies show that positive reviews from consumers can increase the trust and purchasing interest of other potential consumers. Conversely, negative reviews can damage a brand's reputation and reduce purchasing interest. Apart from that, the presence of influencers on social media who recommend a product can

also significantly influence consumer purchasing decisions (Ashraf et al., 2023; Cooley & Parks-Yancy, 2019; Masuda et al., 2022; Pop et al., 2022) .

Digitalpreneurs are required to adopt adaptive and innovative marketing strategies to survive and develop in a competitive digital ecosystem (Al-Zoubi, 2024; Balzano & Bortoluzzi, 2024; Benchiş & Văduva, 2024; Gupta et al., 2024; Imran et al. al., 2024) . The use of data analytics and digital marketing technology, such as search engine optimization (SEO), content marketing and social media marketing, is very crucial. Digital entrepreneurs need to understand consumer behavior patterns, preferences and market trends to be able to provide a satisfying and relevant shopping experience.

This research will explore how digitalpreneurs utilize digital technology to attract and retain customers, as well as how consumer behavior in a digital context influences purchasing decisions. The main focus of this research is to identify the key factors that influence consumer purchasing decisions in the digital era and how digitalpreneurs can optimize their strategies based on these insights.

Thus, this research will not only provide a deeper understanding of the relationship between digitalpreneurship and consumer behavior, but also offer practical recommendations for digital entrepreneurs and marketers in developing effective strategies to improve consumer purchasing decisions. It is hoped that the results of this research can help digitalpreneurs optimize the opportunities that exist in the digital market and increase their competitiveness amidst increasingly fierce competition.

METHODS

This research will use a quantitative approach to explore the influence of digitalpreneurs and consumer behavior on purchasing decisions. The following are details of the methodology that will be used in this research. This research uses a quantitative survey design to collect data from relevant respondents. This approach was chosen because it allows researchers to measure the relationship between the variables studied with a larger and more representative sample. The population in this research is consumers who make online purchases in Indonesia. Samples will be taken using a purposive sampling method, where respondents are selected based on certain criteria, namely 18 years of age or older, Have made an online purchase at least once in the last three months, Use social media or e-commerce platforms to search for product information, Planned sample size is 100 respondents to ensure the data obtained is representative enough and can be analyzed with high validity. Data will be collected using a questionnaire distributed online. The collected data will be analyzed using Smart PLS statistical software. The analysis technique used includes outer model analysis for ensure suitability measurements used in study from facet validity and reliability , then done analysis out model as proposed by Husein, (2015). And hypothesis testing analysis through the use of t-statistics and probability values. In statistical hypothesis testing, the critical value for an alpha level of 5% is 1.96 (Muniarti, 2013).

RESULT AND DISCUSSION

RESULT

Outer Model Test Results

1. Convergen Validity

Validity convergent used for evaluate extent of indicators measure latent variable. Inner outer loading value table show suitability indicator with the variable. Indicator considered valid if value > 0.7 , whereas a value < 0.7 is preferable do deletion. As for the measurement model beginning can seen in the Figure following:

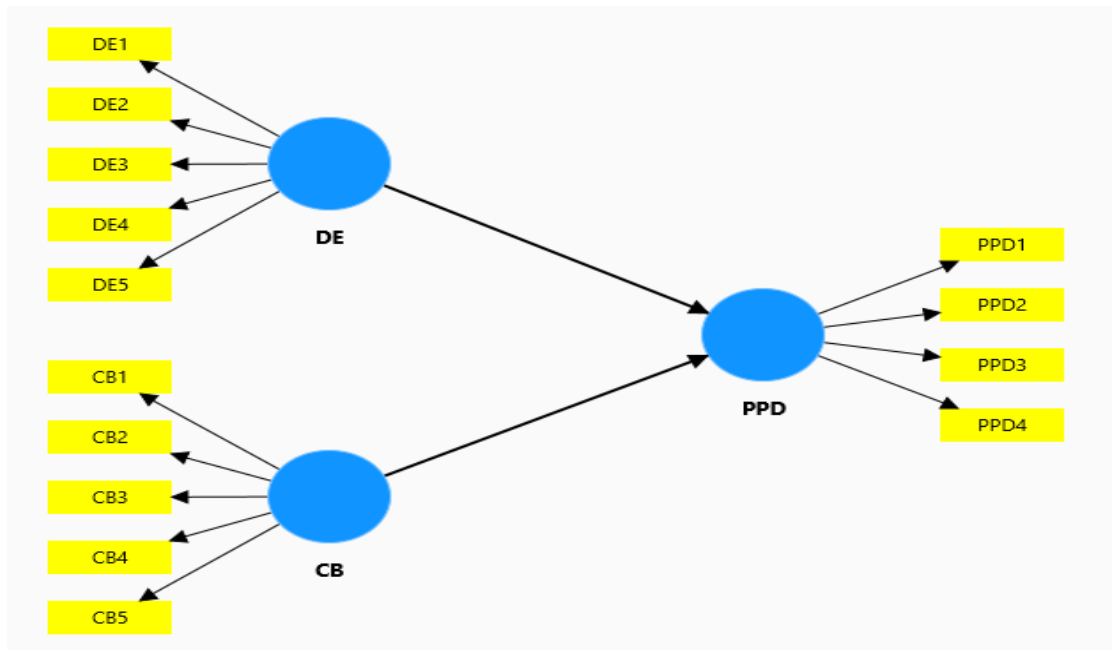


Figure 1. Purchase Decision Data Path Product

The purpose of analysis This is for test whether there is influence from Digital Preneur and Behavior variables Consumer on Purchasing Decisions Product. In research This Partial Least Squares is used for test the collected data of 100 respondents.

On the measurement model initial lower order found when variable No produce loading factor value > 0.70 . so indicators that < 0.70 will done deletion. According to Lantu, DC, et al., (2016) . If the external loading value is more big of 0.70, then every indicator considered Good. A factor loading cutoff of 0.70 was used in study This.

Table 1. Loading Factor

Variables	Indicator	Factor Loading	Information
Digital Preneur	DE	0.861	Valid
	DE2	0.787	Valid
	DE3	0.838	Valid
	DE4	0.942	Valid
	DE5	0.932	Valid
Behavior Consumer	CB1	0.746	Valid
	CB2	0.831	Valid
	CB3	0.714	Valid
	CB4	0.792	Valid
	CB5	0.815	Valid
Buying decision Product	PPD1	0.840	Valid
	PPD2	0.821	Valid
	PPD3	0.733	Valid
	PPD4	0.872	Valid

Source: 2024 PLS Data Processed Results

Proven from results testing on the table that variable item researcher has a loading factor > 0.70 . A value > 0.7 indicates that indicator measure moderate structure built in a way effective. In research empirically, loading factor > 0.5 still considered valid. Indeed, 0.4 is estimation a number of expert. According to Haryono, SA, et al., (2017) mark own presentation explanatory construct How indicator varies.

2. Discriminant Validity

Validity test discriminant show the result. Validity discriminant tested with cross-loading value. Validity objectives discriminant is for determine how much Far a different latent constructs from construct other. If the cross-loading value is more big from 0.70 indicator considered valid.

Table 2. Indicator Considered Valid

Indicator	Digital Entrepreneur	Behavior Consumer	Buying decision
DE	0.861	0.711	0.621
DE2	0.787	0.561	0.454
DE3	0.838	0.724	0.575
DE4	0.942	0.725	0.641
DE5	0.932	0.785	0.723
CB1	0.609	0.746	0.622
CB2	0.715	0,831	0.721
CB3	0.638	0,714	0.645
CB4	0.711	0,792	0.709
CB5	0.773	0,815	0.691
PPD1	0.742	0.817	0,840
PPD2	0.570	0.697	0,821
PPD3	0.494	0.589	0,733
PPD4	0.451	0.449	0.872

Source: 2024 PLS Data Processed Results

According to table above, each indicator variable study own highest cross-loading value For the variables it forms. This shows that tests carried out is indicators used in study This can considered valid.

3. Average Variance Extracted (AVE)

AVE is used for evaluate suitability with condition validity discriminant. With assumptions that minimum value for achieve the expected AVE is more of 0.5, the mean of the latent variable has ability for explain more from half variance indicator.

Variable	Average Variance Extracted
DE	0,734
CB	0,666
PPD	0,698

Source: 2024 PLS Data Processed Results

Shown from table or the data above that AVE (Average Variance Extraction) value overall enough, that is more of 0.5, so declared valid.

4. Composite Reliability

Reliability composite indicator the considered Good If the outer loading value is 0.70 and if value >0.7.

Variables	Composite Reability
DE	0.724
CB	0.717
PPD	0.716

Source: 2024 PLS Data Processed Results

According to the data in the table above, value reliability composite third variable morebig of 0.70. Test results show that each variable fulfil reliability composite, and overall variable own reliability possible consistency reliable.

5. Cronbach's Alpha

In addition, the value of this test used for confirm Cronbach's alpha reliability test results. A variable considered reliable If Cronbach's alpha score is more of 0.70. Cronbach's alpha value for variable the shown in the table below This.

Table 5. Cronbach Alpha

Variable	Cronbach's alpha
DE	0,830
CB	0,734
PPD	0,877

Source: 2024 PLS Data Processed Results

Data results from table above show that mark Cronach's alpha respectively variable Where mark specified threshold that is of >0.70 (Hair., et al., 2019; Henseler., et al., 2015). Therefore that, you can concluded that every variable study fulfil specified reliability test requirements.

Hypothesis Test Results

Reach matter this, the statistical t value observed and hypothesis testing mark probability tested with mark statistics. So from Therefore, for an alpha of 5%, the t- statistic is used is 1.96, which shows that Ha criteria for accept or reject hypothesis accepted, and Ho rejected if t- statistics more big from 1.96. With Thus, hypothesis accepted if p-value <0.5 . Coefficient value track for impact testing direct and value influence No direct for impact testing No direct can used for show that hypothesis tested. During testing with SmartPLS, here available in results bootstrap report.

Table 6. Bootstrapping Results

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t- Statistics (O/STDEV)	P Values	Information
Digital Preneur > Purchase Decisions Product	0.130	0.128	0.094	1,380	0.168	Not accepted
Behavior Consumer > Purchase Decision Product	0.709	0.720	0.103	6,863	0,000	Accepted

Source: 2024 PLS Data Processed Results

Table above prove hypothesis test results with Botstrapping . According to Hair., et al., (2019) . Original Sample shows proof direction connection between variables throughout sample study. Original Sample number is negative of 0.130 shows that from three hypothesis, there is One direction connection negative, that is connection between $X1 > Y$. Significant figure can determined by the t- statistic value of > 1.65 with significance 0.05, because study This use hypothesis One side For significance.

Criteria This leads to conclusions that connection latent variable between $X1 > Y$ represents rejected hypothesis. This is results from t- statistics research that has value <1.65 . This explains Why of the two possibilities proposed is one accepted and others rejected.

Use bootstrapping method by Hair., et al., (2017) done Because non-parametric PLS SEM technique contradictory with Sobel Test assumptions about normal distribution. Besides, because distribution product of the two distributed coefficients normally have abnormality, assumption parametric from Sobel test usually No applies for effect No direct. Additionally, the Sobel Test does not own strength statistics, esp for sample small Because need coefficient lines that don't standardized. Therefore that, deep study especially PLS-SEM study, Sobel test was rejected for evaluate analysis mediation. Therefore that, for test distribution influence No directly, researcher use bootstrap method as alternative For Sobel examination. Next, compare with Sobel test, effect No direct bootstrapping has strength more statistics big.

Based on this data, testing hypothesis evaluation can done as following: H1 Rejected: Results of study prove that No There is connection significant between Digital Preneur (X1) and Purchasing Decisions product (Y) among student. Number value sample beginning of 0.130 shows direction connection. However, the t- statistical value of digital entrepreneurs (X1) with Purchase Decisions product (Y) is 1,380, which is more value low than t- table value, namely 1.65, which shows that its significance negative. In addition, the research p value of 0.168 also exceeds specified standards ($p < 0.05$). Invention This accepted with more good. Digital Preneur among student Not yet Of course followed by Purchase decision product. Meanwhile H2 Accepted: Research results show that There is correlation significant between behavior consumers (X2) and Purchase Decisions product (Y). The Original Sample value of 0.709 shows direction relationship, and t- statistic numbers amounting

to more than 6,863 big than t- table value (1.65), proves that research p- value 0,000 is also sufficient standards that have been determined, ie worth (< 0.05). The result will show increase quality product that will cause customer return buy product the.

DISCUSSION

The Influence of Digital Preneurs Regarding Purchasing Decisions Product

According to results study This, the P-value of $0.168 > 0.05$ proves this that digital entrepreneur No significant influence decision purchase product. Research result prove that digital preneur No always influential to decision purchase product Because many various kinds of product. Therefore that is, digital entrepreneur No always influential significant to decision purchase product. Then in study Rifkqiyyah, S., (2024) Show that results research on digital marketing variables and variables quality service No implications to decision purchase repeat at the coffee shop PPS coffee time , meanwhile Variable quality product implications positive to decision purchase repeat at the coffee shop PPS coffee time . Besides that in study Apriansyah, R., (2024) shows the results of research on digital marketing variables are there is positive influence to decision purchases at the Frozenfish88 Shop, Bengkulu City. This is in align with previous research which shows that product variables have a significant effect on purchasing decision, (Romadhoni et al., 2023). According to Cannon et al there are 4 indicators in measuring products, namely: Product quality, product packaging, product brand, and guarantee, (Azaria & Utami, 2022) on-monetary unit that is exchanged for the advantages from a product or service, (Shukla, 2023). In general, buyers will look for the lowest price, but if the price is high along with the increased benefits obtained by the buyer, the buyer will usually still continue to purchase the product, (Purba & Pudjoprastyono, 2023). According to research conducted by purchasing decision are positively and significantly influenced by price, (Widodasih, 2023). The indicators used are prices regarding prices, purchasing power, competitiveness, and price comparisons. Based on research results, it was found that price, product, promotion, and Islamic business ethics have significant positive effects on purchasing decisions and intention to buy, (Lubis et al., 2023). As for the price and Islamic business ethics, significant positive effects on purchasing decisions by mediating buying intention, products, and promotions have a significant negative effect on purchasing decisions and cannot be mediated intention to buy. (Boufounou et al., 2024)

Influence behavior consumer Regarding Purchasing Decisions Product

According to results research, the P-value of $0.000 < 0.5$ proves this that behavior consumer influential or play role important in decision purchase product what are they buy. Study previously by Khairunnisa & Jamiat, (2021) show that Behavior Consumer influential in a way significant on Purchasing Decisions amounting to 42.5% and the remainder amounting to 57.5% is influenced by other variables that are not researched in study this , like influence environment family to consumers and giving influence to consumer For give recommendation to others for buy product. Later In Research Gohae , et al., (2021) that study This can show behavior consumer This can influence decision bought at UD. Anisa District Telukdalam Regency South Nias. Then deep research others also show it influence significant from Behavior Consumers (X) on Purchasing Decisions (Y) This confirmed with p-value < 0.001 , which is more low from the researcher's alpha (0.05). Influence the worth positive proven with t- statistical value $10.109 > t$ - table 1.655. Then, on the coefficient β_x (Behavior Consumers) of 0.536, meaning with assumptions variations in variables Behavior Consumer raised one level then Purchase Decision This will increase amounting to 0.536 (Adriyanti , A., 2023) . Behavior consumer This estimate How method consumer make purchasing and giving decisions marketer method best For utilise predicted behavior the (Irwansyah et al., 2021) .

Furthermore, Adriyanti's (2023) study emphasizes that strong consumer behavior can positively impact purchase decisions. With a β_x coefficient of 0.536, there is a significant relationship between the increase in consumer behavior and purchase decisions. This indicates that when consumers have a positive attitude or high trust in a product, they are more likely to make a purchase and even recommend it to others. These studies highlight that in marketing strategies, it is essential for marketers to understand how external factors, such as the influence of family and social environments, shape consumer consumption patterns. With the right strategy,

companies can leverage the potential of consumer behavior not only to boost sales but also to build a loyal customer base that actively recommends products.

Furthermore, understanding consumer behavior allows companies to create more personalized and targeted marketing strategies. By adapting their approach based on consumer preferences and the social and environmental factors that influence them, companies can increase the relevance of their products in the eyes of consumers. This not only impacts sales growth but also helps build long-term relationships with consumers. Consumer decisions driven by positive recommendations also strengthen the value of word-of-mouth marketing, which has proven effective in enhancing trust and brand image. With this approach, companies can create a ripple effect where satisfied consumers become indirect marketing agents who promote products or services to those around them.

CONCLUSION

Focus study This adala for know whether digital entrepreneurship and behavior consumer on purchasing decisions product. With using Smart PLS 4.0, research This analyze connection between variable. Analysis results study can concluded as following: 1). Based on the results of the data above can known that digital preneur No influential significant to decision purchase product. 2). Based on the results of the data above can known that behavior consumer influential positive and significant to decision purchase product.

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