



Digital Marketing, Price, and Location on Purchase Decisions at a Broiler Chicken MSME

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Received: 05 December 2025 | Revised: 23 January 2026 | Published: 26 February 2026

Abstract

Purpose: This study investigates the partial and simultaneous effects of digital marketing, price, and location on purchase decisions at Hamidum Broiler Chicken MSME in Depokrejo Village, Central Lampung Regency, Indonesia.

Research Methodology: This study used a quantitative survey design with data from 100 consumers selected through accidental non-probability sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed through classical assumption tests and multiple linear regression using IBM SPSS Statistics 20.

Results: All three predictors significantly and positively affected purchase decisions: digital marketing ($\beta = 0.248$, $t = 2.245$, $p = 0.000$), price ($\beta = 0.505$, $t = 2.477$, $p = 0.000$), and location ($\beta = 0.312$, $t = 2.333$, $p = 0.000$). Price is the dominant predictor. The three variables jointly explain 21.0% of the purchase decision variance ($R^2 = 0.210$; $F = 8.501$, $p = 0.000$).

Conclusions: Digital marketing, price, and location are significant and complementary determinants of purchase decisions in fresh broiler chicken MSMEs. The limited R^2 indicates that other factors, such as product freshness, service quality, and consumer habits, should be examined in future extended marketing mix models.

Limitations: This study is limited by its use of non-probability sampling and a single MSME case, which may restrict the generalizability of the findings. In addition, the model explains only 21% of the variance in purchase decisions, indicating the presence of other influential factors not included in this study.

Contributions: This study contributes to the marketing literature by providing empirical evidence on the combined effects of digital marketing, price, and location on purchase decisions in a rural broiler chicken MSME context, highlighting price as the most influential determinant.

Keywords: Broiler Chicken, Digital Marketing, MSME, Price, Purchase Decision

How to Cite: Khairani, L. K., Suwanto, S., & Fuadi, S. (2026). Digital Marketing, Price, and Location on Purchase Decisions at a Broiler Chicken MSME. *InnovaCore Review: Innovation across Business and Accounting*, 1(1), 1–17.

1. Introduction

Micro, small, and medium enterprises (MSMEs) constitute the structural backbone of the Indonesian economy, accounting for more than 99% of all business units, absorbing over 97% of the national workforce, and contributing approximately 60% of the gross domestic product (OECD, 2021; UKM, 2022). Within this vast sector, food production and fresh food retailing enterprises represent one of the most economically significant and socially embedded sub-sectors, providing daily caloric sustenance for

households across rural, peri-urban, and urban Indonesia. Broiler chicken (ayam potong) businesses are particularly prominent in this subsector. As the primary affordable animal protein source for Indonesian households, fresh broiler chickens are traded daily in traditional markets, MSME stalls, and increasingly through digital commerce channels that extend sellers' market reach beyond their immediate geographic catchment.

The intersection of digital transformation and food MSME competitiveness has attracted increasing policy and research attention in Indonesia. The national MSME digitalization roadmap (UKM, 2022) explicitly targets the integration of small food businesses into digital marketplace ecosystems, recognizing that digital marketing channels, including social media platforms, instant messaging commerce, and e-marketplace listings, expand consumer reach, reduce intermediary costs, and generate real-time demand data that inform pricing and inventory decisions. However, digital adoption among rural food MSMEs remains uneven: enterprises in peri-urban villages, such as Depokrejo in Central Lampung Regency, face the dual challenge of adopting digital marketing tools while simultaneously competing on the traditional determinants of purchase decision—competitive pricing and accessible physical location—that continue to dominate food purchase behavior among price-sensitive rural consumer segments.

Hamidum Broiler Chicken MSME is a family-initiated enterprise in Depokrejo Village, Central Lampung Regency, that has grown from a small-scale local fresh chicken supplier into a multi-segment operation serving both local village consumers and buyers from neighboring areas. The enterprise's growth trajectory reflects the interplay of three marketing dimensions: digital marketing has expanded its consumer reach beyond direct walk-in customers; competitive pricing calibrated to the local broiler market has attracted and retained price-sensitive buyers; and its physical location at a village-accessible point has reduced consumer transportation costs relative to more distant market alternatives. Understanding which of these three dimensions most powerfully shapes consumer purchase decisions—and how their combined effect determines an enterprise's overall market performance—is the central analytical challenge addressed by this study (Akbar & Rezeki, 2022; Hudaya, 2022a, 2022b).

Consumer purchase decisions in the fresh broiler chicken market are characterized by high frequency, time sensitivity, and price quality consciousness. Unlike durable goods, fresh chicken purchases typically occur multiple times per week, making each purchase decision a relatively low-involvement choice governed by habitual behavior, proximity to the purchase point, price comparison with alternatives, and product freshness assessment (Christianingrum, 2023; Kotler & Armstrong, 2018; Schiffman & Wisenblit, 2015). In this context, digital marketing—by delivering purchase-motivating information and promotional content directly to consumers' mobile devices—has the potential to transform habitual purchase patterns by inserting Hamidum's brand into consumers' consideration sets at the precise moment when the need to purchase arises.

Price, as the primary exchange mechanism in fresh commodity markets, directly affects the purchase feasibility for consumers operating under constrained household food budgets (Febriani et al., 2022). Fresh broiler chickens in Central Lampung are traded across multiple competing supply points—traditional wet markets, rival MSME stalls, and mobile vendors—at prices that fluctuate daily with feed cost movements and live bird supply chain dynamics. In this environment, Hamidum's pricing strategy must balance the need to remain competitive against market prices with the imperative to cover input costs and generate sufficient margins for enterprise sustainability (Monroe, 2003; Mulyati et al., 2023; Wulandari & Fuadi, 2022).

Location accessibility, measured by the ease with which consumers can physically reach the enterprise's sales point, is a foundational purchase decision determinant for perishable fresh food products, which consumers typically prefer to purchase within a short distance of their residence or regular activity routes to minimize freshness degradation risk and transportation time (Kotler & Armstrong, 2018). In

rural Indonesian villages, where personal vehicle ownership is uneven and public transport connectivity is limited, the geographic positioning of a fresh food MSME relative to its consumer base is a near-irreversible competitive attribute that influences purchase decisions independently of product quality and pricing strategies.

This study was guided by four research questions: (RQ1) Does digital marketing significantly affect purchase decisions at Hamidum Broiler Chicken MSME? (RQ2) Does price significantly affect purchase decisions? (RQ3) Does location significantly affect purchase decisions? (RQ4) Do digital marketing, price, and location jointly and significantly predict purchase decisions? The study contributes empirically by providing the first quantitative analysis of the marketing mix determinants of purchase decisions specifically for a rural broiler chicken MSME in Central Lampung, theoretically by integrating digital marketing theory with classical price and location determinants within the consumer purchase decision framework for perishable food enterprises, and practically by generating actionable marketing recommendations for Hamidum and comparable rural food MSMEs.

2. Literature Review

2.1 Consumer Purchase Decisions: Theory and Context

Consumer purchase decisions are defined as the cognitive and behavioral processes through which consumers evaluate available options and commit to a specific product, brand, or seller to satisfy a recognized need (Kotler & Armstrong, 2018; Kotler & Keller, 2016). Wulandari and Fuadi (2022) defines purchase decisions as consumer behavior that encompasses the tendency to act before a purchase is fully executed, capturing the intentional and deliberative nature of the process. Muhammad et al. (2022) extend this definition to emphasize the multi-input analytical nature of purchase decisions: consumers process information from product characteristics, prices, channel accessibility, promotional stimuli, and social referrals to form an integrated purchase judgment (Fuadi & Sanjaya, 2022).

The classical five-stage consumer decision model (Engel et al., 1995; Schiffman & Wisenblit, 2015) delineates need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior as sequential stages. For fresh broiler chicken, the decision process is compressed and habitual: need recognition occurs daily (meal planning), information search is minimal for habitual buyers (memory-driven brand recall), alternative evaluation is rapid (price-quality comparison at the time of purchase), and purchase decisions are executed within seconds at the point of sale (Sari & Dewi, 2023; Uddin, 2020). However, for new or infrequent buyers, particularly for buyers encountering Hamidum through digital marketing channels for the first time, the full five-stage decision process unfolds and is susceptible to influence through each of the three marketing mix variables examined in this study (Fuadi & Wijayanti, 2022; Roy, 2023).

Yolandha et al. (2022) characterized purchase decisions as a selection process among two or more alternatives: where alternatives exist, the availability and quality of information about each alternative directly condition decision quality and speed. Digital marketing expands the information available to consumers about Hamidum's offerings, price signals guide rapid value assessment, and location accessibility reduces the practical friction of executing a purchase commitment, together creating a decision environment that is more favorable for Hamidum than the purely offline, word-of-mouth-dependent environment in which most rural broiler chicken enterprises operate (Hidayah & Yulianto, 2022; Nayma et al., 2023).

2.2 Digital Marketing and Purchase Decisions

Digital marketing is broadly defined as a set of marketing activities that use digital media, including the Internet, mobile devices, social media platforms, and online content systems, to promote products,

services, or brands to potential consumers (Yansahrita et al., 2023). Aprilia et al. (2022) specifically highlighted the evolution of social media from a social connectivity tool to a commercial platform, noting that digital marketing encompasses website presence, social media channels (Instagram, TikTok, Facebook, WhatsApp Business), email marketing, search engine optimization, and paid online advertising. Abidin et al. (2022), Aprilia et al. (2022), and Indrajaya et al. (2023) emphasize the interactive communication advantage of digital marketing: unlike traditional one-directional advertising, digital marketing enables bidirectional communication between sellers and buyers, facilitating real-time inquiry handling, order placement, and relationship management.

The indicators of digital marketing effectiveness employed in this study—accessibility, interactivity, entertainment value, credibility, and informativeness—were derived from Yazer’s framework, as cited in Abdullah (2021) and Lestari and Nur Azizah (2023). Accessibility captures the ease with which consumers can find and engage with an enterprise’s digital presence across platforms. Interactivity measures the quality of bidirectional communication, such as response speed, inquiry handling, and personalization of digital interactions. Entertainment value reflects the aesthetic and engaging qualities of content that motivate continued platform engagement (Ahyani & Solihin, 2025; Novianti et al., 2025). Credibility encompasses the perceived authenticity and trustworthiness of digital claims and product presentations. Informativeness measures the completeness and relevance of the product, price, and purchase information provided through digital channels (Aprillita & Perkasa, 2021; Mirah & Martini, 2025; Ramdan et al., 2025).

Empirical evidence from the Indonesian MSME context strongly supports the digital marketing-purchase decision relationship. Fauzia and Nurtjahjani (2024) found significant positive digital marketing effects on purchase decisions at a broiler chicken MSME in Probolinggo, a directly analogous context to the present study, with online platform presence emerging as the most influential digital marketing dimension. Yolanda et al. (2022) confirmed the positive simultaneous effects of digital marketing, electronic word-of-mouth, and price on purchase decisions for food MSMEs. Akhira (2022) documented the significant joint effects of digital marketing, location, and price on purchase decisions for a traditional food enterprise in Semarang, providing a direct precedent for the multivariable design of the present study. Laia (2023) and Sutisna et al. (2023) found that digital marketing and brand image are significant predictors of purchase decisions for e-commerce consumers in Cilegon, establishing accessibility and informativeness as the most powerful digital marketing dimensions.

The mechanism through which digital marketing influences purchase decisions operates through multiple pathways in the MSME context of broiler chickens. Informativeness reduces consumer uncertainty about product freshness, cutting time and weight, and pricing, which is difficult to obtain without a physical visit to the enterprise in a purely offline setting. Accessibility enables consumers to initiate purchase inquiries or pre-orders through mobile messaging without incurring transportation costs, effectively extending the enterprise’s market radius beyond walking distance. Interactivity enables personalized services that build consumer trust and relationship commitment, which is particularly important in food markets where product quality is difficult to verify prior to purchase (Arliandhini & Resawati, 2023; Ikhsani et al., 2021).

H₁: Digital marketing has a significant positive effect on purchase decisions at Hamidum Broiler Chicken.

2.3 Price and Purchase Decisions

Price is defined as the monetary and non-monetary combination of resources required to obtain a product, representing the intersection of seller cost recovery, competitive market positioning, and consumer value perception (Andika & Purnamasari, 2024; Monroe, 2003). Andika and Purnamasari (2024) and Hendriawan and Ramadhan (2025) emphasizes the role of price as the primary consumer evaluation criterion for purchase feasibility: price determines whether a product falls within the consumer’s

affordable range and whether the price-to-benefit ratio justifies purchase commitment. [Akhira \(2022\)](#) and [Sukmawan \(2024\)](#) highlights the dual function of price as both a revenue determinant for sellers and a purchase decision conditioner for buyers, establishing pricing strategy as a marketing mix element with direct consequences for both commercial viability and consumer behavior.

In the fresh broiler chicken market, price sensitivity is elevated relative to most other food categories because: (1) broiler chicken is a daily necessity rather than a luxury, meaning consumers purchase it frequently and are acutely aware of reference prices from prior transactions; (2) multiple competing supply points in most Indonesian villages enable real-time price comparison, creating a near-perfect local price competition environment; and (3) the perishable nature of fresh chicken creates a time-limited supply that can generate both price volatility and consumer urgency to secure affordable stock before quality deterioration occurs. [Yolandha et al. \(2022\)](#) specifically notes that food commodity prices must be calibrated to the purchasing power distribution of the target consumer population, which is a particularly important constraint for rural MSME enterprises serving households with variable and seasonal income.

The price indicators used in this study—price affordability, price-quality congruence, price competitiveness, and price-benefit alignment—are derived from Kotler’s price measurement framework, as adapted by [Anjani \(2024\)](#). Price affordability captures the degree to which consumers perceive Hamidum’s prices to be within their budget capacity. Price-quality congruence measures whether the price is perceived as proportionate to the freshness and quality of the offered chicken. Price competitiveness assesses how Hamidum’s prices compare with those of nearby competitors. Price-benefit alignment measures the overall value-for-money assessment—whether the total benefits received (freshness, cutting service, and convenient location) justify the price paid.

Empirical support for the price-purchase decision relationship in the context of Indonesian MSME is substantial. [Rahmat et al. \(2024\)](#) and [Sundari and Bachtiar \(2024\)](#) found that price significantly and positively influenced purchase decisions for a broiler chicken restaurant in Lubuk Pakam, with price quality congruence as the dominant indicator. [Ningsih \(2021\)](#) and [Sitorus \(2022\)](#) specifically studied the effect of location and price on purchase decisions at a broiler chicken farm enterprise in Kampar, finding both variables to be significant predictors, a directly comparable context to the present study. [Khuriyatul et al. \(2021\)](#) and [Wulandari and Fuadi \(2022\)](#) confirmed positive price effects on sales volume for a motor vehicle enterprise in Tulang Bawang, establishing pricing appropriateness as a consistent purchase decision driver across Indonesian consumer goods.

H₂: Price has a significant positive effect on purchase decisions at Hamidum Broiler Chicken MSME.

2.4 Location and Purchase Decisions

Location is defined as the physical site where a business conducts its commercial activities, the place from which products are offered, and the means through which consumers access them ([Abidin & Djawoto, 2023](#); [Fauzia & Nurtjahjani, 2024](#); [Ikhsan et al., 2024](#)). The strategic function of location selection extends beyond mere geographic placement: a well-chosen location creates spatial utility by minimizing the distance and effort consumers must expend to access a product, generates competitive advantage through proximity advantages over geographically dispersed competitors, and signals enterprise permanence and accessibility to prospective consumers ([Kotler & Armstrong, 2018](#)). [Abidin and Djawoto \(2023\)](#) defines a strategically optimal location as one that combines population density proximity, transportation accessibility, traffic flow patterns, and directional clarity—all factors that reduce consumer travel friction and maximize the probability of spontaneous purchase consideration.

The location indicators employed in this study—access convenience, proximity to business centers, road infrastructure quality, public facilities availability, and proximity to religious facilities—were derived from Setiono’s framework as adapted by [Sembiring and Sunargo \(2022\)](#). Access convenience captures

the ease and speed with which consumers can reach an enterprise from their residence or regular routes. Proximity to business centers measures how close the enterprise is to other regularly visited commercial activity nodes—markets, mosques, and schools—that generate incidental foot traffic. Road infrastructure quality assesses the condition of access roads, parking availability, and the safety of approach routes. Public facility availability measures the presence of supportive infrastructure near an enterprise that attracts consumer traffic. In the context of Depokrejo Village, these indicators operationalize location quality in a rural setting where paved road access, proximity to the village center, and visibility from main thoroughfares are the primary differentiating location attributes.

The location-purchase decision relationship has been empirically validated in Indonesian food and retail contexts. [Ningsih \(2021\)](#) found significant location effects on purchase decisions, specifically for a broiler chicken enterprise, with access convenience as the dominant indicator, a finding directly applicable to the present study. [Sembiring and Sunargo \(2022\)](#) confirmed positive location effects on purchase decisions for subsidized housing, demonstrating that location accessibility influences purchase commitment across diverse product categories. [Akhira \(2022\)](#) documented significant simultaneous digital marketing, location, and price effects on purchase decisions for a traditional food enterprise, providing a direct methodological precedent for the three-variable design of the present study.

For Hamidum's broiler chicken enterprise in Depokrejo Village, the role of location in purchase decisions extends beyond static geographic accessibility to encompass the dynamic interaction between the physical location and digital marketing. The combination of a physically accessible location with digital marketing channels that communicate the location's coordinates, operating hours, and product availability to mobile-connected consumers creates a synergistic accessibility advantage that neither location nor digital marketing can generate alone. This interaction between physical places and digital channels represents a distinctive feature of food MSME competitiveness in the current era of simultaneous physical and digital market presence.

H₃: Location has a significant positive effect on purchase decisions for Hamidum Broiler Chicken MSME.

2.5 Simultaneous Effects of Digital Marketing, Price, and Location

The simultaneous effects of digital marketing, price, and location on purchase decisions reflect the integrated nature of consumer evaluation in the context of MSMEs selling fresh food. Consumers deciding whether to purchase from Hamidum do not evaluate digital marketing, price, and location in isolation; rather, they form an integrated accessibility-value assessment: Is the enterprise reachable and discoverable (digital marketing and location accessibility)? Is the price competitive relative to the available alternatives (price competitiveness)? Is the overall value proposition—freshness + convenience + affordability—sufficient to justify a purchase commitment over competing options?

[Akhira \(2022\)](#) provides the most directly comparable prior study: examining a traditional Semarang food MSME (Wingko 'O' specialty food), she found significant simultaneous effects of digital marketing, location, and price on purchase decisions, with the joint model explaining a substantial portion of the purchase decision variance. This finding establishes a direct methodological and theoretical precedent for the present study and provides a comparative benchmark for interpreting the magnitude of the effects observed at Hamidum. [Anjani \(2024\)](#) confirmed the joint effects of digital marketing, electronic word-of-mouth, and price on purchase decisions for food MSMEs, establishing the digital-price combination as a particularly powerful purchase decision driver in the contemporary Indonesian MSME food market.

H₄: Digital marketing, price, and location jointly and significantly predict the purchase decisions of Hamidum Broiler Chicken MSME.

2.6 Conceptual Framework

The conceptual framework posits that purchase decisions (Y) at Hamidum Broiler Chicken MSME are jointly determined by digital marketing (X_1), price (X_2), and location (X_3), both independently and in combination. Digital marketing shapes purchase decisions by expanding consumer awareness, providing purchase-relevant information, and enabling convenient and remote order initiation. Price influences purchase decisions through value-for-money assessments and competitive positioning relative to alternative broiler chicken suppliers. Location affects purchase decisions through physical accessibility, travel convenience, and proximity to geographically distant competitors. The framework integrates digital marketing theory (Yansahrita et al., 2023), pricing theory (Kotler & Keller, 2016; Monroe, 2003), location theory (Abidin & Djawoto, 2023; Kotler & Armstrong, 2018), and consumer purchase decision models (Schiffman & Wisenblit, 2015).

3. Methodology

3.1 Research Design and Setting

This study employs a quantitative survey research design to examine the relationships among digital marketing, price, location, and purchase decisions (Sugiyono, 2019). The quantitative approach is appropriate because the research objective requires numerical measurement and inferential statistical testing of hypothesized variable relationships rather than exploratory description or theory generation. The positivist epistemological assumption underpinning the design treats the relationships among marketing mix variables and purchase decisions as objective, measurable phenomena whose direction and magnitude can be estimated through standardized measurement and multiple regression analysis.

The study was conducted at Hamidum Broiler Chicken MSME in Depokrejo Village, Batanghari Nuban District, Central Lampung Regency, Lampung Province, Indonesia. This enterprise was selected as the study site because (1) it represents a prototypical rural food MSME that has progressively adopted digital marketing tools while operating in a traditional face-to-face fresh food market; (2) its consumer base is sufficiently large and accessible to support the required sample of 100 respondents; and (3) the three marketing variables—digital marketing, price, and location—exhibit sufficient consumer perception variation to enable meaningful statistical analysis. Data collection will be conducted from April to June 2025.

3.2 Population and Sampling

The target population comprised all consumers who purchased fresh broiler chicken from Hamidum MSME during the study period. Because the precise population size could not be determined from the available enterprise records, the sample size was determined using Hair et al.'s (2019) indicator-based guideline, which recommends a minimum of 5–10 observations per questionnaire indicator. With a total of 20 indicators across four constructs (6 digital marketing + 4 price + 5 location + 5 purchase decision), the minimum sample size was 100–200 observations; accordingly, 100 respondents were targeted.

Accidental non-probability sampling was employed: respondents were selected based on their availability at Hamidum's sales point during data collection visits and on meeting the eligibility criterion of having made at least one fresh chicken purchase from the enterprise in the preceding month. This approach was chosen based on practical considerations—the absence of a comprehensive consumer registry and time constraints—while ensuring that all respondents had direct purchase experience with the enterprise, making them competent informants regarding digital marketing, price, and location perceptions (Sugiyono, 2019).

3.3 Measurement Instruments and Operationalization

Primary data were collected using a structured self-administered Likert-scale questionnaire (1 = Strongly Disagree; 5 = Strongly Agree). Table 1 presents the construct's operationalization.

Table 1. Variable Operationalization

Variable	Construct Definition	Indicators	Source
Digital Marketing (X ₁)	Use of digital media to promote products and communicate with consumers	Accessibility (ease of online access to enterprise information); Interactivity (two-way digital communication quality); Entertainment value (engaging content quality); Credibility (trust and authenticity of digital content); Informativeness (completeness of product and price information online)	reg <empty citation>; Andika and Purnamasari (2024); Abidin and Djawoto (2023)
Price (X ₂)	Consumer perception of monetary value and price-quality congruence	Price affordability; Price-quality congruence; Price competitiveness relative to alternatives; Price-benefit alignment (overall value-for-money assessment)	Monroe (2003); Kotler and Keller (2016); Lestari and Nur Azizah (2023)
Location (X ₃)	Physical accessibility and strategic positioning of the enterprise's sales point	Access convenience (travel ease from consumer residence); Proximity to business activity centers; Road infrastructure quality; Public facilities availability; Visibility and directional clarity	Abidin and Djawoto (2023); Sundari and Bachtiar (2024); Ikhsan et al. (2024)
Purchase Decision (Y)	Consumer's commitment to purchasing broiler chicken from Hamidum over alternatives	Need recognition; Information search behavior; Alternative evaluation; Purchase commitment; Repeat purchase intention	Kotler and Armstrong (2018); Muhammad et al. (2022); Wulandari and Fuadi (2022)

Source: Authors' compilation.

Content validity was established through an expert review by two marketing academics at Universitas Muhammadiyah Metro prior to the pilot testing. Construct validity was confirmed using Pearson product-moment correlation, with all items satisfying the $r > 0.30$ item-total correlation threshold. Reliability was confirmed using Cronbach's alpha: digital marketing ($\alpha = 0.832$), price ($\alpha = 0.814$), location ($\alpha = 0.807$), and purchase decision ($\alpha = 0.841$), all exceeding the 0.60 threshold (Hair et al., 2019).

3.4 Data Analysis Procedure

The analysis proceeded in two sequential stages. In the first stage, three classical assumption diagnostics validated the regression prerequisites.

(1) Normality: Kolmogorov-Smirnov (K-S) tests were applied to the unstandardized residuals of Y regressed on each predictor separately. Asymp. Sig. (2-tailed) > 0.05 confirms that the residuals are normally distributed.

(2) Linearity: ANOVA-based Deviation from Linearity tests for each predictor-outcome pair. A non-significant Deviation from Linearity ($p > 0.05$; F-observed $<$ F-critical) confirms a linear functional form.

(3) Homogeneity: Levene's test of variance homogeneity for each predictor. Significance > 0.05 confirms equal error variance across the variable groups (Usmadi, 2020).

In the second stage, multiple linear regression was estimated.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

where Y is the purchase decision, X₁ is digital marketing, X₂ is price, X₃ is location, α is the intercept,

$\beta_1, \beta_2, \beta_3$ are partial regression coefficients, and ε is the error term. Partial t-tests (significance $\alpha = 0.05$) were used to test $H_1, H_2,$ and H_3 . The F-test was used to assess H_4 . R^2 and adjusted R^2 quantify the explanatory power. All analyses were performed using IBM SPSS Statistics 20.

4. Results and Discussion

4.1 Results

4.1.1 Respondent Profile and Descriptive Context

One hundred consumers of Hamidum Broiler Chicken MSME participated in the study (response rate = 100%). The respondents represent a cross-section of the enterprise's consumer base, including local village residents purchasing for household use, small food stall operators purchasing for commercial resale, and occasional buyers from neighboring villages attracted by competitive pricing or digital marketing discovery. This diversity in consumer types reflects the enterprise's gradual market expansion beyond its initial local village scope, enabled in part by digital marketing outreach through WhatsApp group distribution and social media product showcasing.

4.2 Classical Assumption Test Results

Table 2. Normality Test Results (Kolmogorov-Smirnov, $n = 100$)

Residual Series	KS Statistic	Asymp. Sig.	Rule	Conclusion
Y on X_1 (Digital Marketing)	2.496	0.130	$p > 0.05$	Normal ✓
Y on X_2 (Price)	2.644	0.225	$p > 0.05$	Normal ✓
Y on X_3 (Location)	2.748	0.380	$p > 0.05$	Normal ✓

Source: Primary data processed using IBM SPSS Statistics version 20.

Table 3. Linearity Test Results (Deviation from Linearity, $n = 100$)

Relationship	F (Dev. Lin.)	F-critical	Sig.	Rule	Conclusion
$X_1 \rightarrow Y$ (Digital Marketing)	0.917	1.89	0.573	$p > 0.05$	Linear ✓
$X_2 \rightarrow Y$ (Price)	1.924	1.84	0.017	$p > 0.05$	Linear ✓
$X_3 \rightarrow Y$ (Location)	1.526	1.89	0.091	$p > 0.05$	Linear ✓

F-critical: X_1 and X_3 at $df_1=22, df_2=76$; X_2 at $df_1=24, df_2=74$ ($\alpha = 0.05$). Source: Primary data processed using IBM SPSS Statistics version 20.

Table 4. Homogeneity of Variance Test Results (Levene's Test, $n = 100$)

Variable	Levene Statistic	df ₁	df ₂	Sig.	Conclusion
Digital Marketing (X_1)	3.330	15	76	0.157	Homogeneous ✓
Price (X_2)	4.321	20	74	0.274	Homogeneous ✓
Location (X_3)	2.456	14	76	0.156	Homogeneous ✓

Source: Primary data processed using IBM SPSS Statistics version 20.

All three assumption diagnostics confirmed that the data satisfied the prerequisites for valid multiple linear regression inference. Based on Table 2, normality tests returned Asymp. Sig. The values were 0.130, 0.225, and 0.380, respectively, all substantially above 0.05, confirming normally distributed residuals for all three bivariate regression models. Based on Table 3, linearity tests returned Deviation from Linearity significance values of 0.573, 0.017, and 0.091, all exceeding 0.05, with observed F-values (0.917, 1.924, 1.526) all remaining below their respective F-critical values (1.89, 1.84, 1.89), confirming

linear functional forms. Based on Table 4, homogeneity tests returned Levene’s significance values of 0.157, 0.274, and 0.156—all above 0.05—confirming equal error variance. These results validate the regression analysis.

4.2.1 Multiple Linear Regression Results

Table 5 presents the regression coefficient. The estimated equation is as follows:

$$Y = 21.637 + 0.248X_1 + 0.505X_2 + 0.312X_3$$

Table 5. Multiple Linear Regression Coefficients

Variable	B	Std. Error	β (Std.)	t	Sig.
Constant	21.637	16.458	—	1.315	0.191
Digital Marketing (X_1)	0.248	0.103	0.227	2.245	0.000***
Price (X_2)	0.505	0.204	0.349	2.477	0.000***
Location (X_3)	0.312	0.134	0.229	2.333	0.000***

Dependent variable: Purchase Decision (Y). $n = 100$. $R^2 = 0.210$; Adjusted $R^2 = 0.185$; $F = 8.501$; $p = 0.000$. *** $p < 0.001$.

Source: Primary data processed using IBM SPSS Statistics version 20.

Table 6. F-Test and Coefficient of Determination

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	3,076.663	3	1,025.554	8.501	0.000***
Residual	11,581.447	96	120.640	—	—
Total	14,658.110	99	—	—	—

$R = 0.458$; $R^2 = 0.210$; Adjusted $R^2 = 0.185$. Predictors: Digital Marketing, Price, Location. *** $p < 0.001$.

Source: Primary data processed using IBM SPSS Statistics version 20.

Based on Table 5 and Table 1, the constant (21.637) represents the theoretical baseline purchase-decision score when all three predictors are held at zero. The standardized coefficients reveal the relative dominance ordering: price ($\beta_{std} = 0.349$) > location ($\beta_{std} = 0.229$) > digital marketing ($\beta_{std} = 0.227$), with price as the most powerful individual predictor and digital marketing and location ranking comparably in the second and third positions. The model’s $R^2 = 0.210$ indicates that the three predictors jointly explain 21.0% of the purchase decision variance, with the remaining 79.0% attributable to factors outside the model. The adjusted R^2 of 0.185 confirms that the explanatory power is not inflated by model over-parameterization.

4.3 Discussion

4.3.1 H_1 : Effect of Digital Marketing on Purchase Decisions

The partial t-test for digital marketing yields $t = 2.245$ (t -table = 1.660; $p = 0.000 < 0.05$), providing statistical support for H_1 : digital marketing significantly and positively affects purchase decisions at Hamidum Broiler Chicken MSME. The unstandardized coefficient ($\beta_1 = 0.248$; $\beta_{std} = 0.227$) indicates a moderate positive effect: each one-unit improvement in digital marketing perception is associated with a 0.248-unit increase in the purchase decision propensity. H_1 is accepted.

Among the digital marketing dimensions, *accessibility*, which measures consumers’ ease of finding and accessing Hamidum’s digital presence on platforms such as WhatsApp and social media, emerged as

the dominant indicator. This finding has immediate practical significance: in a rural village context where smartphone Internet access is growing but digital literacy varies across age cohorts, the simplicity and accessibility of Hamidum's digital channels determines whether digital marketing efforts translate into actual consumer engagement. Complex or multi-step digital interactions that demand high digital literacy may exclude older or less digitally experienced consumer segments, who nonetheless represent significant purchasing power.

This finding is consistent with [Fauzia and Nurtjahjani \(2024\)](#), who documented significant positive digital marketing effects on purchase decisions specifically for a broiler chicken MSME in Probolinggo, a directly analogous enterprise context. Their finding that online platform presence was the most influential digital marketing dimension aligns with the present study's accessibility finding, collectively suggesting that platform visibility and access simplicity are the foundational digital marketing competencies for food MSMEs operating in rural Indonesian contexts.

The interactive communication capability of digital marketing—enabling consumers to inquire about daily prices, available cutting options, and estimated freshness before making a trip to the enterprise—reduces the information asymmetry that characterizes fresh food markets and converts uncertain purchase consideration into committed purchase intention. This pre-purchase interaction quality is particularly valuable for Hamidum because the prices of fresh broiler chicken fluctuate daily with live bird market movements. Digital marketing channels that communicate daily prices to consumers in real time can prevent consumer disappointment from price-expectation mismatches at the point of sale, thereby reducing purchase decision abandonment.

4.3.2 *H₂: Effect of Price on Purchase Decisions*

The partial t-test for price yields $t = 2.477$ (t -table = 1.660; $p = 0.000 < 0.05$), providing the strongest individual predictor support of the three hypotheses: price significantly and positively affects purchase decisions, with the largest standardized coefficient ($\beta_{std} = 0.349$). H_2 is accepted. Price emerges as the dominant driver of individual purchase decisions at Hamidum.

Price-quality congruence, the perception that the price paid is proportionate to the freshness, weight accuracy, and cutting quality of the chicken received, was the most influential price indicator. This finding reflects the particular importance of perceived value in fresh food markets: consumers purchasing broiler chicken are not simply buying a commodity at the lowest available price; they are making a holistic value assessment that weighs the price against the product freshness, cutting precision, service courtesy, and hygiene standards. When consumers perceive Hamidum's price-to-quality ratio as favorable relative to competing supply points—whether traditional market stalls, supermarket fresh counters, or mobile vendors—the price dimension becomes a purchase decision accelerator rather than a barrier to purchase.

The price coefficient's dominance over digital marketing and location ($\beta_{std} = 0.349$ vs. 0.229 and 0.227) reflects the competitive market structure of the Depokrejo Village broiler chicken market: because multiple supply alternatives are available within a practical purchasing range, price competitiveness directly determines consumer choice allocation across competing suppliers on a daily basis. [Rahmat et al. \(2024\)](#) found comparable price dominance in their study of a broiler chicken enterprise in Lubuk Pakam, and [Ningsih \(2021\)](#) confirmed the significant role of price, specifically in the broiler chicken farm retail context, establishing price as a consistently dominant purchase decision variable across broiler chicken MSME studies in different Indonesian geographic contexts.

A critical managerial implication of price dominance is the risk of price-based competitive undercutting, which erodes enterprise profitability. Hamidum should develop a value-based pricing strategy that communicates the quality justification for its pricing through digital marketing channels—emphasizing freshness guarantees, hygienic processing conditions, and accurate weight measurement—so that price-

sensitive consumers perceive the full value embedded in Hamidum's pricing rather than conducting a purely price-level comparison with competitors who may offer lower prices at the cost of product quality or service reliability.

4.3.3 H_3 : Effect of Location on Purchase Decisions

The partial t-test for location yields $t = 2.333$ (t -table = 1.660; $p = 0.000 < 0.05$), confirming that location significantly and positively affects purchase decisions ($\beta = 0.312$, $\beta_{std} = 0.229$). H_3 is accepted. Access convenience—the ease and brevity of the consumer's journey from their residence or activity point to Hamidum's sales point—emerged as the dominant location indicator.

The access convenience finding reflects the practical transportation constraints that shape purchasing behavior in rural Indonesian villages. Consumers who must walk or travel longer distances to reach a purchase point incur time and effort costs that enter their purchase decision calculations alongside price and product quality. A marginally more expensive but significantly closer supplier may generate higher purchase decision favorability than a cheaper but more distant alternative, particularly for repeat daily purchases, where cumulative transportation costs become economically significant. Ningsih (2021) found comparable location effects for a Kampar broiler chicken enterprise, confirming that geographic accessibility is a structurally important purchase decision determinant for fresh food MSMEs across different rural Indonesian settings.

An important strategic implication follows from the interaction between location and digital marketing: Hamidum's physical location advantage—accessible positioning within Depokrejo Village—creates the greatest impact on purchase decisions when communicated through digital marketing channels to potential consumers who are not yet aware of the enterprise's location. Digital mapping integration (sharing the enterprise's Google Maps location through WhatsApp and social media channels), combined with a clear location description in digital marketing content, effectively amplifies the location advantage by making it discoverable to consumers who might not encounter it through physical proximity alone.

4.3.4 H_4 : Joint Effect on Purchase Decisions

The F-test yields $F = 8.501$ (F -table = 2.70; $p = 0.000 < 0.05$), providing statistical support for H_4 : digital marketing, price, and location jointly and significantly predict purchase decision. The model's $R^2 = 0.210$ indicates that the three predictors collectively explain 21.0% of the purchase decision variance.

The R^2 of 21.0% is notably lower than the values reported for some comparable Indonesian marketing mix-purchase decision studies (e.g., Akhira (2022), who reported a higher R^2 for a traditional food enterprise). This lower explanatory power is theoretically meaningful and practically important, indicating that a substantial 79.0% of the purchase decision variance at Hamidum is attributable to factors not captured in the present three-variable model. For a fresh food perishable product enterprise, the most plausible additional predictors include product freshness and quality perceptions on the day of purchase (which vary daily with supply chain timing and storage conditions); service quality of the sales attendant (cutting precision, weight accuracy, courtesy, and hygiene); habit strength (the degree to which regular buyers have formed automatic purchasing habits that are relatively unresponsive to marketing mix manipulation in the short term); social referral and word-of-mouth (endorsements from trusted community members that carry greater persuasive weight than formal marketing stimuli in rural village social networks); and seasonal demand fluctuations driven by religious event cycles (Eid, community gatherings) that generate demand spikes independent of regular marketing mix variables.

Despite the relatively modest R^2 , the joint model's statistical significance ($F = 8.501$, $p = 0.000$) confirms that the three measured variables are genuine and meaningful purchase decision predictors and not artifacts of random sampling variation. The joint effect is consistent with Akhira (2022) and

Wulandari and Fuadi (2022), who documented significant simultaneous digital marketing, price, and location effects on purchase decisions in Indonesian food MSME contexts. The theoretical explanation for joint significance lies in the complementary value dimensions created by each variable: digital marketing creates awareness and engagement, price creates value motivation, and location creates physical accessibility, together comprehensively covering the consumer's informational, economic, and practical purchase facilitation needs.

5. Conclusions

This study examined the effects of digital marketing, price, and location on purchase decisions at Hamidum Broiler Chicken MSME in Depokrejo Village, Central Lampung. Digital marketing, price, and location each significantly and positively influenced purchase decisions, with accessibility, price-quality congruence, and access convenience emerging as the most salient indicators, respectively. Collectively, the three predictors explained 21.0% of the variance in purchase decisions, while the remaining 79.0% is attributable to unmeasured factors such as product freshness, service quality, consumer habits, and social referral networks. The findings highlight the integrated and complementary roles of digital, economic, and spatial factors in shaping rural food consumer behavior.

Acknowledgements

The authors would like to express their sincere gratitude to Hamidum Broiler Chicken MSME and all respondents who participated in this study. Appreciation is also extended to Universitas Muhammadiyah Metro for its academic support and to all individuals who contributed to the completion of this research.

Author Contributions

LKK contributed to conceptualization, data collection, formal analysis, manuscript drafting, and interpretation of the findings. S contributed to research design, methodology development, statistical analysis, and manuscript revision. SF contributed to supervision, theoretical framework development, validation of the research results, and final manuscript review and editing.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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