

LEVERAGING DIGITAL MARKETING, INFLUENCER MARKETING, DISCOUNTS AND CUSTOMER EXPERIENCES FOR SLICED BEEF USA SALES IN SHERLINDO FOOD

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Abstract: This study aims to determine the influence of Digital Marketing, Influencer Marketing, Discount Product, Customer Experience on Purchase Decisions. This study uses a sample of 98 respondents, the data processing collected is carried out by disseminating questionnaires through barcodes. From the results of this test, the author concludes that in terms of Digital Marketing (X1) calculation with a t-value of 2.143 with a significance of 0.035. Influencer Marketing (X2) with a t-value of 3.107 with a significance of 0.003. Discount product (X3) with a calculated t value of 3.055 with a significance of 0.003. Customer Experience (X4) with a significant 0.033. From the simultaneous test, it was determined that the influence of Digital Marketing (X1), Influencer Marketing (X2), Discount Product (X3), and Customer Experience (X4) simultaneously had a positive impact on the Purchase Decision (Y) variable with an f-value of 52.947 with a significant level of 0.000.

Keywords: Digital Marketing, Influencer Marketing, Discount Product, Customer Experience, Purchase Decisions.

1. Introduction

Food is a basic necessity for human life, and ensuring proper nutrition is essential for maintaining health. Among the various sources of protein, beef stands out as a key component of many diets, providing essential amino acids that are important for human development and overall well-being. Beef is an important source of protein, complementing other food items such as vegetables and plant-based proteins. It is consumed widely across the globe, including in Indonesia, where it is a staple in various culinary dishes. Meeting the daily nutritional requirements, especially protein intake, is crucial, and beef plays a central role in achieving that balance.

Sliced beef is a versatile and widely used ingredient in many dishes around the world. It is typically thinly cut, making it ideal for quick and even cooking. The thin slices allow the beef to absorb flavors from marinades and seasonings, making it a popular choice for a variety of cooking methods, including grilling, stir-frying, and boiling. This format of beef is commonly used in dishes such as hotpot, stir-fried dishes, soups, sandwiches, and rolls. Common Culinary Uses for Sliced Beef : Hotpot and Shabu-Shabu, Stir-Fried Dishes, Sandwiches and Wraps, Soups, Salads.

Sliced beef, like all beef cuts, is a rich source of essential nutrients, particularly protein. Its thin cut retains the natural nutrients of beef while providing a lean and flavorful option for various dishes. Here's a breakdown of its key nutritional components:

- a. **Protein:** Beef is an excellent source of high-quality protein, which is essential for muscle repair and growth. A 100-gram serving of sliced beef typically contains around 25-30 grams of protein, depending on the cut and fat content.
- b. **Iron:** Beef is also rich in heme iron, a type of iron that is easily absorbed by the body. Iron is important for producing hemoglobin, which carries oxygen in the blood.
- c. **B Vitamins:** Beef is a great source of B vitamins, particularly B12, which is crucial for maintaining healthy nerve function and producing red blood cells.
- d. **Zinc:** Sliced beef provides a good amount of zinc, which supports immune function and helps with wound healing.
- e. **Healthy Fats:** Depending on the cut, beef can contain varying amounts of healthy fats, particularly monounsaturated fats, which support heart health.

In summary, sliced beef is not only versatile and convenient for various dishes, but it also provides essential nutrients such as high-quality protein, iron, and vitamins that are vital for overall health.

Sherlindo Food, a supermarket located in Batam, has been offering a range of essential goods to its customers since its establishment in 2016. One of its most popular products is the Sliced Beef Short Plate USA, which has gained significant attention from Indonesian consumers. This thinly sliced beef is preferred due to its ease of cooking and versatility in preparing quick meals. Imported from the USA and sold in 200g packages, the Sliced Beef Short Plate USA is competitively priced at Rp. 25,000, making it affordable and accessible to a broad range of customers.

In the competitive landscape of the food retail industry, businesses like Sherlindo Food need to adopt innovative marketing strategies to attract and retain customers. One of the most effective approaches used by Sherlindo Food is **influencer marketing**, which leverages social media platforms to promote the brand through influencers. This strategy enables the supermarket to reach a larger audience and generate interest in its products, including the Sliced Beef Short Plate USA. Additionally, Sherlindo Food uses **product discounts** to further encourage sales. For example, reducing the price of the Sliced Beef Short Plate USA from Rp. 25,000 to Rp. 19,000 has successfully stimulated impulsive buying behavior among customers, even those who may not have initially intended to purchase the product.

Moreover, customer experience plays a crucial role in purchase decisions at Sherlindo Food. Consumers assess not only the price and quality of the products but also the overall shopping experience. To enhance the in-store experience at Sherlindo Food Mitra 2 Batam Center, the company has implemented the 5S SOP (Smile, Greet, Approach, Courteousness, and Politeness), which aims to provide a welcoming and comfortable environment for shoppers. However, customer feedback has shown that there is room for improvement, particularly regarding staff knowledge about product details. These experiences, both positive and negative, influence whether customers choose to shop in-store or online. Pine and Gilmore (1999) introduced the concept of the "Experience Economy," where businesses must orchestrate memorable events for their customers, and that memory itself becomes the product—the "experience." Schmitt (1999) further elaborates on this by suggesting that customer experience encompasses all aspects of a customer's interaction with a company, including its employees, products, services, and environment. A positive customer experience is essential for fostering customer loyalty and driving repeat purchases.

The findings of this research will provide valuable insights for both academic and practical purposes. Academically, it will contribute to the existing literature on consumer behaviour, particularly in the context of digital marketing, influencer marketing, and customer experience.

Practically, the results will offer actionable recommendations for Sherlindo Food and similar retailers to optimize their marketing strategies and improve customer engagement, ultimately leading to increased sales and customer loyalty.

Research Questions:

- a. Does digital marketing have a significant positive effect on purchase decisions for Sliced Beef USA at Sherlindo Food?
- b. Does influencer marketing have a significant positive effect on purchase decisions for Sliced Beef USA at Sherlindo Food?
- c. Do product discounts have a significant positive effect on purchase decisions for Sliced Beef USA at Sherlindo Food?
- d. Does customer experience have a significant positive effect on purchase decisions for Sliced Beef USA at Sherlindo Food?
- e. Do digital marketing, influencer marketing, product discounts, and customer experience collectively have a significant positive effect on purchase decisions for Sliced Beef USA at Sherlindo Food?

These questions guide the research in understanding the interconnectedness of marketing strategies and consumer decision-making, providing a comprehensive analysis of the factors that drive sales of Sliced Beef USA at Sherlindo Food.

2. Literature Review**Digital Marketing**

Digital marketing encompasses the use of digital channels such as social media, websites, search engines, and email to engage with consumers and promote products or services. According to Chaffey and Ellis-Chadwick (2019), digital marketing involves all marketing efforts that rely on an electronic device or the internet. It allows companies to create personalized marketing experiences, interact with customers in real-time, and expand their reach. Kannan and Li (2017) emphasize the effectiveness of digital marketing in engaging consumers through interactive and tailored experiences. These interactions build stronger customer relationships, influencing purchase decisions. In the context of this study, Sherlindo Food employs digital marketing strategies through social media, online promotions, and partnerships with delivery platforms to increase its online presence and impact consumer behavior.

Influencer Marketing

Influencer marketing is the practice of leveraging individuals with significant social media followings to promote products or services to a broad audience. Brown and Hayes (2008) define influencer marketing as a strategy that uses key figures or influencers to deliver brand messages to consumers. The trust and authenticity of influencers make them effective in influencing consumer behavior, as highlighted by De Veirman, Cauberghe, and Hudders (2017). Influencers, through their endorsements, can sway opinions and lead to increased consumer engagement and sales. Sherlindo Food's influencer marketing efforts involve collaborations with social media personalities who endorse their products, such as the Sliced Beef Short Plate USA, to appeal to a wider audience.

Discount Product

Product discounts are a common promotional strategy that incentivizes immediate purchases by reducing prices. Kotler and Keller (2016) argue that discounts create a sense of urgency and value, which drives consumer behavior toward making purchases, often leading to impulsive buying. However, they also caution that frequent discounts may affect brand perception if consumers begin to expect discounts rather than paying full price. Sherlindo Food utilizes product discounts to encourage quick sales, such as reducing the price of Sliced Beef Short Plate USA from Rp. 25,000 to Rp. 19,000, which has been successful in attracting consumer attention and stimulating sales.

Customer Experience

Customer experience refers to the overall impression customers form based on their interactions with a business, its employees, products, and services. Pine and Gilmore (1999) introduced the concept of the "Experience Economy," where memorable customer experiences become a key differentiator for businesses. Schmitt (1999) expanded on this idea, stating that customer experience includes every touchpoint a customer has with a business, and delivering a positive experience is critical to fostering customer loyalty and influencing purchase decisions. Sherlindo Food enhances customer experience through its 5S SOP (Smile, Greet, Approach, Courteousness, and Politeness), which aims to provide a welcoming in-store environment. However, customer reviews indicate that some improvements, such as better staff knowledge of products, are still needed to optimize the experience.

Consumer Decision-Making Process

According to Kotler and Keller (2016), the consumer decision-making process consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This framework helps businesses understand how consumers progress from recognizing a need to making a purchase decision. Each stage presents an opportunity for businesses to influence the final decision through marketing strategies, such as providing relevant information during the information search phase or offering discounts during the purchase decision phase. In the case of Sherlindo Food, understanding how customers go through these stages when purchasing Sliced Beef Short Plate USA helps them develop effective marketing tactics at each stage of the decision-making process.

Hypothesized Relationships:

- H1: Digital marketing has a significant positive effect on purchase decisions.
- H2: Influencer marketing has a significant positive effect on purchase decisions.
- H3: Product discounts have a significant positive effect on purchase decisions.
- H4: Customer experience has a significant positive effect on purchase decisions.
- H5: Digital marketing, influencer marketing, product discounts, and customer experience collectively have a significant positive effect on purchase decisions.

3. Method

This study uses a quantitative research approach aimed at examining the influence of four independent variables—Digital Marketing, Influencer Marketing, Product Discounts, and Customer Experience—on the dependent variable, Purchase Decisions.

Population and Sample

Table 1. Number of Sherlindo Food Mitra 2 Batam Centre Consumers.

Month	Amount	Month	Amount
November 2022	468	May 2023	295
December 2022	801	June 2023	276
January 2023	508	July 2023	70
February 2023	355	August 2023	230
March 2023	386	September 2023	324
April 2023	288	October 2023	333
Total	4.334		

Sources : Sherlindo Food Mitra 2 Batam Centre Sales

The population for this research consists of customers who purchased the Sliced Beef Short Plate USA product at Sherlindo Food Mitra 2 Batam Center in 2022–2023, totaling 98 individuals. The **Slovin formula** is applied to determine the sample size, ensuring a representative portion of the population is studied.

$$\frac{N}{N \cdot d^2 + 1}$$

Where:

n = sample size

N = population

d² = margin of error (precision)

$$n = 4.334 / 4.334 \cdot (0,1^2) + 1$$

$$n = 4.334 / 4.334 \cdot (0,01) + 1$$

$$n = 4.334 / 43,34 + 1$$

$$n = 4.334 / 44,34 = 97,74$$

Based on these calculations, 97.74 are needed which are rounded up to 98 respondents as the number of samples needed in this study.

Data Collection

Primary data is collected through a structured questionnaire distributed to respondents. The survey uses a **Likert scale** ranging from 1 (strongly disagree) to 5 (strongly agree) to capture participant perceptions of Digital Marketing, Influencer Marketing, Product Discounts, Customer Experience, and their subsequent purchasing decisions. Secondary data is sourced from relevant literature, including books, previous studies, and articles on marketing strategies, consumer behavior, and purchase decisions.

Data Analysis

The data analysis employs **multiple regression analysis** to assess the effect of the four independent variables (X1, X2, X3, X4) on the dependent variable (Y). Before conducting the regression analysis, the data is tested for validity and reliability using **Pearson's Product-Moment** correlation for validity and **Cronbach's Alpha** for reliability. The model is also tested for classical assumptions, including **normality**, **heteroscedasticity**, **multicollinearity**, and **autocorrelation**, to ensure accurate and unbiased results.

Hypothesis Testing

Two types of tests are conducted to assess the hypotheses:

- T-Test (Partial Influence):** To determine the individual effect of Digital Marketing, Influencer Marketing, Product Discounts, and Customer Experience on Purchase Decisions.
- F-Test (Simultaneous Influence):** To determine the collective effect of the independent variables on Purchase Decisions.

The coefficient of determination (R^2) is used to measure how well the independent variables explain the variation in the dependent variable.

4. Result and Discussion

The data collected from the 98 respondents were analyzed using statistical methods to examine the relationships between the independent variables—Digital Marketing, Influencer Marketing, Product Discounts, and Customer Experience—and the dependent variable, Purchase Decisions for the Sliced Beef USA at Sherlindo Food.

Validity Test

The results of the validity test were declared valid, namely:

- The r value calculated > the r table is declared valid with the r table value of 0.198
- The value of the sig < 0.05, then it was declared valid.

Table 2. Validity Test Results

Variable	Reliability Statistics		Interpretation
	Cronbach's Alpha	Normal Limits	
Digital Marketing	0,910	0,6	Reliabel
Influencer Marketing	0,789	0,6	Reliabel
Discount Product	0,901	0,6	Reliabel
Customer Experience	0,895	0,6	Reliabel
Purchase Decisions	0,706	0,6	Reliabel

Sources: Data processed by the author (2023)

These results collectively affirm that the questionnaire used in this study is a reliable tool for measuring the factors influencing purchase decisions for Sliced Beef USA at Sherlindo Food. Ensuring the validity of the instrument is crucial for the overall integrity of the research findings, as it establishes confidence in the data collected and the conclusions drawn from it.

Classical Assumption Test (Data Feasibility Test) Normality Test

A bell-shaped curve on the histogram indicates normal distribution. A histogram is a graphical representation used in data analysis to show the frequency distribution of a dataset. It is particularly useful for assessing whether the data follows a normal distribution, which is a critical assumption in many statistical tests, including regression analysis.

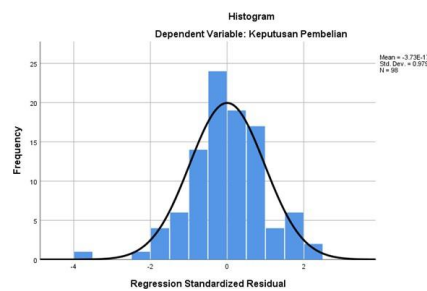


Figure 1: Histogram
Sources: Data processed by the author (2023)

The **P-P plot** (Probability-Probability Plot) is a graphical tool that compares the observed cumulative distribution of data to the expected cumulative distribution under normality. The primary goal is to check whether the data distribution follows a straight diagonal line, representing a perfect normal distribution. The p-plot test can be seen as points spreading out in the direction of the diagonal line. It can be seen that the data is distributed normally and meets the normality test.

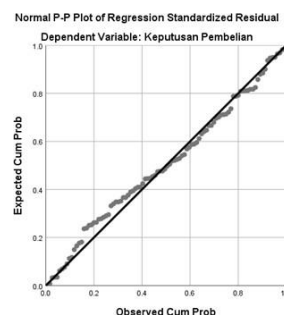


Figure 2: P-Plot
Sources: Data processed by the author (2023)

Heteroscedasticity Test

The dots are scattered and do not form a specific pattern, it can be said that this variable is free from the classical assumption test of heteroscedasticity.

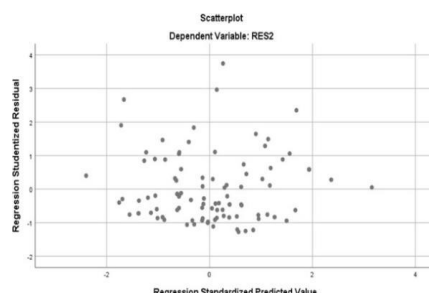


Figure 3: Scatterplot
Sources: Data processed by the author (2023)

Multicollinearity Test

The VIF value < 10 on the variables X1 (3.034), X2 (2.732), X3 (2.133), X4 (2.364) can therefore be summarized that in this type of regression there is no symptom of multicollinearity between the independent variable and the dependent variable.

Multiple Linear Regression Test

- Hypothesis 1: The value of the coefficient X1 is 0.149, the variable X1 has a positive effect on Y.
- Hypothesis 2: The value of the coefficient X2 is 0.311, the variable X2 has a positive effect on Y.
- Hypothesis 3: The value of the coefficient X3 is 0.259, which shows that the variable X1 has a positive effect on Y.
- Hypothesis 4: The value of the coefficient X4 is 0.206, which shows that the variable X4 has a positive effect on Y.

Test T (Partial)

The T-Test (Partial) is a statistical method used to determine whether an individual independent variable has a significant effect on the dependent variable while controlling for the presence of other variables in a multiple regression model. This test allows researchers to assess the impact of each independent variable (predictor) individually to see whether it significantly contributes to explaining changes in the dependent variable.

Table 3. Test T Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.166	.879		3.188	.001
Digital Marketing	.149	.070	.214	2.143	.035
Influencer Marketing	.311	.100	.294	3.107	.003
Discount Product	.259	.085	.256	3.055	.003

Customer Experience	.206	.095	.191	2.164	.033
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a. Dependent Variable: Purchase Decisions

Sources: Data processed by the author (2023)

Based on table 3, it can be seen that the partial influence between variables is as follows:

1. The Digital Marketing variable (X1) has a significance value of $0.035 < 0.05$ and with $\alpha=0.05$, $df=n-k-1=98-4-1=93$, the t-table value for the two-party test is (1.985) so that the T count > T table is $2.143 > 1.985$.
2. The Influencer Marketing variable (X2) has a significance value of $0.003 < 0.05$ and with $\alpha=0.05$, $df=n-k-1=98-4-1=93$, the t-table value for the two-party test is (1.985) so the T count > T table is $3.107 > 1.985$.
3. The Product Discount variable (X3) has a significance value of $0.003 < 0.05$ and with $\alpha=0.05$, $df=n-k-1=98-4-1=93$, the t-table value for the two-party test is (1.985) so that the T-Table > Count is $3.055 > 1.985$.

Test F (simultan)

The **F-Test (Simultaneous)** is a statistical method used to determine whether the set of independent variables, as a whole, has a significant effect on the dependent variable. Unlike the T-test, which examines the influence of each variable individually, the F-test evaluates the joint impact of all the independent variables in a regression model. This test is essential for understanding the overall effectiveness of the model in predicting the dependent variable.

Table 4. Predictors (Constant), Customer Experience, Discount Products, Influencer Marketing, Digital Marketing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	322.768	4	80.692	52.947	.000 ^b
	Residual	141.732	93	1.524		
	Total	464.500	97			
a. Dependent Variable: Purchase Decisions						
Alpha						

Sources: Data processed by the author (2023)

Based on the data in the table above, it can be seen that the significance value in the F test is $0.000 < 0.05$ and the Fcount > Ftable is $52.947 > 2.47$, where in table F for $\alpha = 0.05$ and $df1:1$, $df2: n-k-1 (98-4-1) = 93$.

Determination Test Coefficient

The Coefficient of Determination (R^2) is a key statistical measure used in regression analysis to determine the proportion of the variance in the dependent variable that can be explained by

the independent variables. It helps to understand how well the model fits the data and provides insights into the strength of the relationship between the independent and dependent variables.

Table 5. R-square Table

Batas Normal				
Model	Pemasaran Digital	0,910	0,6	Reliabel
Pemasaran Influencer	0,789	0,6	Reliabel	Discount Products
0,901				
0,6 Purchase Decisions				

Sources: Data processed by the author (2023)

The R-square value is 0.695 or 69.5%. This value shows that Digital Marketing (X1), Influencer Marketing (X2), Product Discounts (X3), and Customer Experience (X4) simultaneously contribute or influence the Purchase Decision (Y) variable by 69.5%. While the remaining $100\% - 69.5\% = 30.5\%$ is the influence of other variables that are not studied.

5. Conclusion

This study aimed to analyze the influence of four independent variables—Digital Marketing (X1), Influencer Marketing (X2), Product Discounts (X3), and Customer Experience (X4)—on purchase decisions (Y) at Sherlindo Food Mitra 2 Batam Center, with a specific focus on the Sliced Beef Short Plate USA product.

Main Findings:

- Digital Marketing:** The T-test analysis revealed that Digital Marketing has a significant and positive effect on purchase decisions, with a calculated t-value of $2.143 > 1.985$ and a significance value of $0.035 < 0.05$. This finding indicates that Sherlindo Food's digital marketing efforts significantly influence customer purchasing behavior.
- Influencer Marketing:** Similarly, the Influencer Marketing variable was found to have a strong positive and significant effect, with a calculated t-value of $3.107 > 1.985$ and a significance value of $0.003 < 0.05$. This demonstrates that Sherlindo Food's use of influencers is highly effective in driving purchase decisions.
- Product Discounts:** The study also found that Product Discounts have a positive and significant influence on purchase decisions, with a calculated t-value of $3.055 > 1.985$ and a significance value of $0.003 < 0.05$. This suggests that discount strategies, such as price reductions, play a crucial role in encouraging consumer purchases.
- Customer Experience:** Lastly, Customer Experience was shown to significantly impact purchase decisions, with a calculated t-value of $2.164 > 1.985$ and a significance value of $0.033 < 0.05$. Positive customer experiences, enhanced by the company's 5S SOP (Smile, Greet, Approach, Courteousness, and Politeness), contribute to purchase decisions.
- Simultaneous Influence:** The F-test result, with an F-value of 52.947 and a significance level of 0.000, indicates that Digital Marketing, Influencer Marketing, Product Discounts, and Customer Experience, collectively have a statistically significant and strong positive impact on purchase decisions. This suggests that these factors, when

optimized together, effectively shape consumer behavior and drive sales at Sherlindo Food.

Implications:

These findings imply that Sherlindo Food's current marketing and customer engagement strategies are effective in influencing consumer purchasing decisions. The company's focus on digital marketing, influencer marketing, and discount offerings, along with a positive customer experience, has successfully driven sales, particularly for the Sliced Beef Short Plate USA product. By further optimizing these strategies, Sherlindo Food can potentially increase customer engagement and improve overall sales performance.

Limitations:

This study is limited by its focus on a specific product and location—Sliced Beef Short Plate USA at Sherlindo Food Mitra 2 Batam Center. Future research could expand to different products, broader geographic areas, or additional customer demographics to validate and generalize these findings. Furthermore, other factors influencing purchase decisions, such as product availability, brand loyalty, or external economic conditions, were not explored in this study. In conclusion, this research provides valuable insights into how digital marketing, influencer marketing, product discounts, and customer experience significantly contribute to shaping purchase decisions at Sherlindo Food. The results highlight the importance of integrating these marketing elements for better business outcomes.

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