

# The Influence Of Digital Marketing And Product Quality On Online Purchase Intention Moderated By Product Variation

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## ABSTRACT

A Because the current online shopping phenomenon continues to grow, businesses must be aware of the importance of digital marketing and providing quality products so that customers can buy goods on the market. This study aims to examine and analyze the influence of digital marketing and product quality on purchase intention with the product variations as an moderating variable in Tokopedia application users. The method of research is using the quantitative and regression analysis. The sampling method used purposive sampling and the number of samples used in this study amounted to 60 respondent source was distribution of questionnaires to Tokopedia users in Indonesia by online via WhatsApp. The data analysed with Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results of this study indicate that the digital marketing and product quality have a significant positive effect on purchase intention, while product variations not have a significant effect on purchase intention in Tokopedia application user. The product variations is able to moderate the influence of digital marketing and product quality on purchase intention. The findings of this study can be reference uses as reference for future researchers who will study similar problems. This research can also be used as evaluation material for management of companies that sell products on Tokopedia to pay more attention to digital marketing and product quality in order to make it easier to carry out marketing with a wider reach and increase consumer purchase intention.

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## I. Introduction

In today's digital era, technological advances, especially in the internet sector, have a significant impact on human life. Technological advances, especially in the internet sector, are a great example of this technological development. This is evidenced by the many e-commerce sites that sell various kinds of goods via the internet, changing the way people use conventional methods to meet customer needs (Sumaryana et al., 2023). The high

number of e-commerce users has caused many companies to utilize it, high quality and trustworthy, so that they can increase sales and increase brand awareness of the products sold (Ulfa & Fikriyah, 2022). Along with the development of technology and information in this era, various online shops have emerged in society. However, this technological advance is directly proportional to the rapid development of business, so that business opportunities can be easily accessed (Saputra, 2021). The existence of e-commerce has made it easier for consumers, they don't need to come directly to the store, just visit the marketplace site and choose the goods or services they need online. To pay for purchased goods, buyers can choose to pay by credit card, bank transfer, Cash on Delivery or can choose to pay at minimarkets, such as Alfamart and Indomaret (Nurhaliza & Rakhmawati, 2022). In addition, sellers also offer various offers to attract customers to shop online, such as many discounts on marketplace sites, free shipping vouchers for online delivery of goods so that customers do not have to pay more, and products are available cheaper than offline stores (Prasetyo et al., 2020). One important factor that predicts real purchasing behavior is online buying interest, which refers to the results of customer assessments regarding product quality, information, and product evaluations. High buying interest causes consumers to make better decisions about the products they buy (Mubarok, 2016).

The development of information technology today has an impact on the business world, where business people are starting to sell their products online. Before the emergence of e-commerce, to get the goods needed, people had to go to the store, but with the presence of online shops, someone can easily get the goods they want easily without having to go to the store (Diani et al., 2022). This change in shopping culture has made online shops develop and grow rapidly. B2C (Business to Consumer) is a business system implemented by Tokopedia where consumers can visit online stores because these stores sell various types of products that consumers want. In Indonesia itself, there have been many large-scale marketplaces, such as Tokopedia, Lazada, Bukalapak, Shopee, Blibli and so on.

**Table 1.** E-commerce Competition Survey (Lazada, Tokopedia dan Shopee) 2023

No.	Indicator	Lazada	Tokopedia	Shopee
1	Brand use Most Often	13%	30%	54%
2	Top of Minda	12%	27%	54%
3	Share of Order	16%	34%	41%
4	Market share and transaction value	16%	30%	40%

Source: <https://www.ipsos.com/>, 2023.

Based on table 1, it can be said that Tokopedia customer loyalty is still high. Quoting the official website [www.similarweb.com](http://www.similarweb.com) and <https://iprice.co.id>, in the first quarter of 2022, Tokopedia was the e-commerce with the highest number of website visitors in Indonesia, with 157 million visitors. This causes fierce competition in the e-commerce industry. PT. Tokopedia is one of the online stores in Indonesia that uses a marketplace and online mall business model, allowing buyers and sellers to interact with each other and allowing online buying and selling transactions to occur comfortably and safely (Suryoprato & Jaelani, 2022). Tokopedia can compete in the Indonesian marketplace market because it has a different strategy from its competitors and continues to win the competition. Tokopedia can also market through social media, which is in great demand and accessed by the general public. Many users who have used the Tokopedia application allow various product categories to be marketed attractively (Purwanto, 2019). With increasingly fierce competition in the business world, every business must consider various factors that determine customer purchasing intentions. In order to achieve success in business, digital marketing is a factor that can influence purchase intention. If a company has a good digital marketing strategy, its products will grow rapidly and have a longer life cycle, increasing the likelihood of customers returning to buy (Tajudinnur et al., 2022). In

order to remain competitive in order to increase the level of sales of their products, companies or e-commerce can use digital marketing elements. Digital marketing can influence consumer purchasing intentions and increase product sales (Alwan & Alshurideh, 2022). With high purchasing interest, Tokopedia's digital marketing strategy can attract customers because the marketing method is attractive in today's digital era. From the seller's side, business development can increase sales and net profit (Muliadi, 2021).

On the other hand, purchase intention is also influenced by the aspect of product quality. Product quality is an attribute described in a product which can create consumer perceptions of the advantages or benefits that will be obtained from the product (Fathorrohman et al., 2022). Consumers view quality as one of the elements that need to be considered when buying a product. If the product is made with good quality, it will be an attraction for buyers to choose it. Conversely, if the product is of poor quality, buyers will switch to similar products (Lesmana & Ayu, 2019). Quality standardization is needed so that the product has the quality according to customer expectations, which aims to ensure that the product is made with the ability to meet these standards and is in accordance with the target market segmentation. A product is considered quality if it meets the needs and desires of buyers (Lengkong et al., 2021). In order to be successful in attracting purchasing interest, products must be made more innovative by following current demand trends. This is because product quality is correlated with consumer purchasing interest, which can influence their decision to choose one of the many options available (Tasia et al., 2022). In addition to considering digital marketing and product quality aspects, companies must also be able to pay attention to product variation aspects. Product variation refers to all goods sold by manufacturers to buyers, both offline and online. Product variation is a tactic used by companies to make customers feel interested and happy with the goods sold (Lestari & Novitaningtyas, 2021). In addition, the existence of product variation makes consumers want to buy different types of products. According to (Merheningsih & Amirulmukminin, 2020), the variety of products provided by sellers can be an advantage as well as a uniqueness of a brand. The success of a company in the marketing sector is indicated by the large variety of products as an effort to sustain a brand. When the products offered are varied, it can increase consumer interest in making purchasing decisions (Peburiyanti & Sabran, 2022). The greater the exposure to buying a product, the more sales can be increased. This has a good impact on the company to be able to dominate the existing market.

Buyers are always attracted to Ads in the marketplace; there are many discounts and free shipping. Customers must pay close attention to the digital marketing aspect and product quality in order to always get high-quality products and save money. The author took Tokopedia as the object of research because it is a popular marketplace for teenagers used for online shopping. The purpose of this research is to analyze the influence of digital marketing and product quality on online purchase intention moderated by product variation.

## **Literature Review**

### **Digital Marketing**

Digital marketing, also known as “digital marketing”, is the activity of promoting brands, goods, or services by utilizing the internet. The scope of digital marketing is also an innovative approach to promoting goods and services, such as using data-based distribution methods on the internet to reach customers quickly, effectively, and cost-effectively (Kusuma et al., 2020). Currently, people, especially business people, are starting to realize the trend of digital marketing. They also choose digital because it is easy

and effective. When people buy something or a service, they tend to tell friends and family about it. This is known as purchase intention (Masyithoh & Novitaningtyas, 2021). Digital marketing influences purchase intention because it facilitates transactions. The development of digital-based marketing allows direct consumer involvement to obtain direct responses and build strong relationships with customers. Digital marketing is multifunctional where it can facilitate marketing, communication between producers and consumers and it is easier to carry out clearer and more honest e-commerce marketing. Great opportunities for customer repurchase intentions can be created by digital marketing (Nikensari et al., 2022).

### **Product Quality**

According to (Assauri, 2012), Product quality is the overall characteristics and features and characteristics of products and services that are able to meet customer needs. If the product is made according to customer needs and expectations, customers tend to buy the product again and again and can base their purchasing decisions on the product without hesitation. Products that customers like or want usually have high quality and high utility so that they can be enjoyed. Each product must have unique advantages to attract customers. Customers will know the quality of the product after studying the product information when they want to use it. According to (Maulla et al., 2022), among the factors determining purchasing decisions is product quality. Product quality is an important and very important factor in determining consumer choices for certain products. If the product is marketed in line with customer desires and is of high quality, customers will not hesitate to pay more. This is due to the fact that consumers today pay more attention to product quality. However, there are many customers who do not pay much attention to quality (Rahayu, 2021).

### **Product Variation**

According to (Puhil et al., 2021), product variation is a variety of product offerings that have a variety of appearances, prices and product sizes. Product variation is important for business actors because it provides and provides more potential consumers with the opportunity to buy products provided by business actors. Proper marketing is directed and carried out when the goal is to gain benefits from the efficiency of the products used to be able to compete with companies and business actors according to product standards or similar products (Alfanur & Kadono, 2021). Product variation by creating different product innovations according to size, price and appearance so that consumers have the desire and motivation to buy products according to their needs and of course by paying attention to the aspect of product variation. In marketing, product diversity has been around for a long time. Marketing practitioners often use this strategy when launching new products. Products that are not diverse will definitely find it difficult to win the competition with better products (Fadhilah et al., 2023).

### **Purchase Intention**

The customer's desire to have certain goods or services is formed as a result of the process of analyzing and observing customers regarding a product, called purchase intention. According to (Simamora, 2011), purchase intention is a desire that arises towards a product due to trust and the ability to buy a product. Meanwhile, according to (Larasati & Oktivera, 2019), if customers are already influenced by the quality, quality, and information of a product, such as price, how to buy, weaknesses, and advantages compared

to other brands, interest will arise. Based on the opinion of (Nugroho et al., 2023), customer interest often conflicts with their financial situation. Every consumer has a purchasing interest. No one knows what consumers want and expect.

### **The Influence of Digital Marketing on Purchase Intention**

Technology that continues to develop offers solutions for companies and business actors to be able to survive in the current era of globalization. Digital marketing can make it easier to market to the business world, which makes life easier for business actors to be able to continuously improve their product marketing. Marketing functions as the center of various business activities. Digital marketing is also very flexible, making it easier for businesses to showcase the latest goods and services and collect information from customers. Digital marketing can influence customer behavior, increase purchasing interest, and encourage them to buy goods. Based on the results of the study (Az-Zahra & Sukmalengkawati, 2022; Lembahyung & Handayani, 2023), there is a significant influence on digital marketing on purchase intention, because Tokopedia continues to upload interesting content and promotions on its social media, so that digital marketing influences purchase intention and customer loyalty. So, the hypothesis proposed in this study is: H1: Digital marketing has a significant influence on purchase intention on the Tokopedia marketplace

### **The Influence of Product Quality on Purchase Intention**

Product quality is the ability of a product to influence its function, including accuracy and convenience. Products that have advantages and innovative features are preferred by consumers and consumers are more loyal when they receive good product quality. In the marketplace, product quality is an important aspect because in recent years, consumers have paid more attention to this aspect. The marketplace will also benefit when there are offers of high-quality products. Conversely, if the product is of low quality, it will have an impact on customer disloyalty. The better the product quality, the greater the increase in consumer satisfaction because it provides unique product characteristics and properties to customers so that consumers perceive that marketplace products have certain advantages that other products do not have. Research conducted by (Mahendra, 2021; Tajudinnur et al., 2022) states that product quality has a significant positive effect on purchasing intention. So, the hypothesis in this research is:

H2: Product quality has a significant influence on purchase intention in the Tokopedia marketplace

### **The Influence of Product Variation on Purchase Intention**

Product variation is very important for a company so that the products offered are not monotonous, so that consumers can choose products according to their tastes and can satisfy consumers with the products offered. Caused by various factors, such as curiosity or boredom with products that have been used, consumers' desire to find alternatives or variations of other products is known as the consumer's need to choose products according to their needs. One of the reasons consumers seek diversity is that they want to try to reduce boredom by buying new products. Based on research results (Emiliana et al., 2023; Fadhilah et al., 2023), product variation does not have a significant influence on purchase intention. Better product variation does not guarantee high purchasing interest in a product. This is because consumers are less motivated to switch brands when they are dissatisfied



and do not like to search and have felt brand loyalty to the product. The hypothesis proposed in this research is:

H3: Product variation does not have a significant influence on purchase intention in the Tokopedia marketplace

### **The Influence of Digital Marketing on Purchase Intention Moderated by Product Variation**

Digital marketing in e-commerce is fundamental to growing consumer buying interest. Good implementation of digital marketing will give consumers the opportunity to choose and make purchasing decisions. The development of digital marketing today, the choice of product variations makes consumers consider between one product and similar products according to their needs. If the implementation of digital marketing does not match consumer perceptions, it will cause consumers to be reluctant to make purchases so that consumers will switch to other products with marketing concepts according to consumer perceptions. Consumers can search for and compare product variations and evaluate between various types of digital marketing. Information related to product variations is closely monitored and understood by consumers, so that the meaning conveyed in digital marketing creates high consumer buying interest. This means that when the products produced by the company are varied, consumers will make purchases of these products. This is in line with research (Andrian, 2019; Angelita et al., 2021), that product variations can strengthen the influence of digital marketing on purchase intention. Thus, the hypothesis proposed in this research is:

H4: Digital marketing has a significant effect on purchase intention with product variation as a moderating variable

### **The Effect of Product Quality on Purchase Intention Moderated by Product Variation**

Along with business development, the quality of a product is also increasingly varied for various brands. A consumer when satisfied with the quality of a product allows them to become a long-term customer. However, when dissatisfied, consumers will look for variations to switch brands. The choice of product quality variations currently causes consumers to consider the quality of a product with the quality of other brands according to consumer expectations. When dissatisfied with product quality, consumers will search for variations with information for other satisfying product choices. This is in line with research (Pawarti et al., 2022; Widodo & Yusiana, 2023), product variation can strengthen the influence of product quality on purchase intention. Looking for product variations that have quality according to expectations and needs will increase purchasing interest. This means that when the product quality is diverse, consumers will consume in many choices and are finally motivated to make a purchase. The hypothesis proposed in this research is: H5: Product quality has a significant effect on purchase intention with product variation as a moderating variable.

## **II. Method**

To find the correlation between variables, this study uses a quantitative approach that uses regression analysis. In this study, the author uses primary data, namely information obtained directly from respondents as seen from the answers to the questionnaire that has been distributed. The author applies a modified Likert scale with a score of 1-4. Sampling in this study uses a purposive sampling method so that the number of samples in this study

is 60 respondents obtained through the distribution of questionnaires online via WhatsApp to customers who have shopped online at Tokopedia. The criteria for consumers who are used as research subjects are at least having purchased a product at least 3 times. Furthermore, the data that has been collected is analyzed using two approaches: measurement (outer model) for validity and reliability tests. To do this, convergent and discriminant validity are evaluated, and the AVE (square root of average variance extracted) value is compared with each variable. See cronbach's alpha and composite reliability. This study uses the Partial Least Square (PLS) approach with the help of SmartPLS software version 3.29 to conduct data analysis because it has more than one dependent variable and does not rely on many assumptions or relatively small samples.

### III. Result And Discussion

In SmartPLS 3.0 analysis based on reflective indicators, convergent validity test is assessed using the holding factor, which is the correlation between item or component scores and construct scores. The role of loading in interpreting the factor matrix is positively correlated with the loading factor value. To evaluate convergent validity, the general standard is a loading factor of more than 0.70 and an AVE of more than 0.50.

**Table 2.** Factor Loadings

Variable	Indicator	Factor Loadings	Information
Digital Marketing (X <sub>1</sub> )	DM.1	0,719	Valid
	DM.2	0,786	Valid
	DM.3	0,786	Valid
	DM.4	0,810	Valid
	DM.5	0,766	Valid
Product Quality (X <sub>2</sub> )	KP.1	0,797	Valid
	KP.2	0,822	Valid
	KP.3	0,877	Valid
	KP.4	0,786	Valid
	KP.5	0,884	Valid
Product Variations (M)	VP.1	0,874	Valid
	VP.2	0,803	Valid
	VP.3	0,810	Valid
	VP.4	0,839	Valid
	VP.5	0,884	Valid
Purchase Intention (Y)	PI.1	0,849	Valid
	PI.2	0,774	Valid
	PI.3	0,882	Valid
	PI.4	0,792	Valid
	PI.5	0,724	Valid

Source: Primary Data Processed by SmartPLS, 2024

Based on the analysis results in table 2, the factor loadings value or relationship between the construct and the variables of each indicator has a value > 0.70, so it can be declared valid.

**Table 3.** AVE

	Average Variance Extracted (AVE)	Keterangan
Digital Marketing (X <sub>1</sub> )	0,599	Valid
Product Quality (X <sub>2</sub> )	0,696	Valid
Product Variations (M)	0,710	Valid
Purchase Intention (Y)	0,650	Valid

Source: Primary Data Processed by SmartPLS, 2024

Based on the analysis results in table 3, the AVE value of each variable is  $> 0.50$ . This proves that each variable can be said to be valid. Reliability testing uses a combined value of reliability and Cronbach's alpha. If the combined value of reliability and Cronbach's alpha of each variable exceeds 0.70, the variable is considered reliable.

**Table 4. Composite Reliability**

Variable	Composite Reliability	Information
Digital Marketing (X <sub>1</sub> )	0,882	Reliabel
Product Quality (X <sub>2</sub> )	0,919	Reliabel
Product Variations (M)	0,924	Reliabel
Purchase Intention (Y)	0,902	Reliabel

Source: Primary Data Processed by SmartPLS, 2024

Based on the analysis results in table 4, it is known that each variable has a composite reliability value  $> 0.70$ , indicating that the four variables are declared reliable.

**Table 5. Cronbach's Alpha**

Variable	Cronbach's Alpha	Information
Digital Marketing (X <sub>1</sub> )	0,838	Reliabel
Product Quality (X <sub>2</sub> )	0,891	Reliabel
Product Variations (M)	0,898	Reliabel
Purchase Intention (Y)	0,864	Reliabel

Source: Primary Data Processed by SmartPLS, 2024

Based on the analysis results in table 5, it is known that each variable has a Cronbach's alpha value  $> 0.70$ , proving that the four variables are declared reliable.

After passing the validity and reliability tests, the next stage is the evaluation of the inner model. The benchmarks in evaluating this model are the coefficient determination (R<sup>2</sup>) and the path coefficient test (path analysis).

**Table 6. R-Square**

	R-Square(R <sup>2</sup> )	R-Square Adjusted
Purchase Intention	0,537	0,494

Source: Primary Data Processed by SmartPLS, 2024

Based on table 6, the R<sup>2</sup> value for purchase intention is 53.7%. This means that purchase intention is explained by digital marketing, product quality and product variation as moderating variables of 53.7%. While the remaining 46.3% is influenced by other variables that the researcher did not study in this research. The path coefficient test is a coefficient test that shows the level of significance in hypothesis testing. The hypothesis used in this study is a two-tailed hypothesis. Based on the data processing carried out, the results can be used to answer the hypothesis in the study by looking at the t-statistics and p-values. The hypothesis is declared accepted if the t-statistics  $> 1.65$  and p-values  $< 0.05$ .



**Table 7.** Uji Path Coefficient

	Original Sample(O)	Sample Mean(M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
Digital Marketing (X <sub>1</sub> ) → Purchase Intention (Y)	0,522	0,574	0,228	4,740	0,000
Product Quality (X <sub>2</sub> ) → Purchase Intention (Y)	0,185	0,215	0,116	2,673	0,002
Product Variations (M) → Purchase Intention (Y)	0,205	0,207	0,355	0,925	0,413
Product Variations (M) * Digital Marketing (X <sub>1</sub> ) → Purchase Intention (Y)	0,145	0,148	0,103	2,113	0,005
Product Variations (M) * Product Quality (X <sub>2</sub> ) → Purchase Intention (Y)	0,145	0,156	0,113	2,703	0,022

Source: Primary Data Processed by SmartPLS, 2024

Based on table 7 and the image above, digital marketing obtained a t-statistic value of 4.740, higher than the t-table (1.65) and obtained a p-value of 0.000, smaller than 0.05. It is concluded that digital marketing has a significant positive effect on purchase intention on Tokopedia, so H1 is accepted.

Product quality obtained a t-statistic value of 2.673, higher than the t-table (1.65) and obtained a p-value of 0.002, smaller than 0.05. It is concluded that product quality has a significant effect on purchase intention on Tokopedia, so H2 is accepted.

Product variation obtained a t-statistic value of 0.925, smaller than the t-table (1.65) and obtained a p-value of 0.413, greater than 0.05. It is concluded that product variation does not have a significant effect on purchase intention on Tokopedia, so H3 is accepted.

Product variation obtained a t-statistic value of 2.113, which is greater than the t-table value (1.65) and has a p-value of 0.005, which is smaller than 0.05. This proves that product variation is able to moderate the relationship between the influence of digital marketing on purchase intention on Tokopedia, so H4 is accepted. Product variation obtained a t-statistic value of 2.703, which is greater than the t-table value (1.65) and a p-value of 0.022, which is smaller than 0.05. This proves that product variation is able to moderate the relationship between the influence of product quality on purchase intention on Tokopedia, so H5 is accepted.

### The Influence of Digital Marketing on Purchase Intention on Tokopedia

Based on the results of data analysis, it is stated that digital marketing has a significant influence on purchase intention on Tokopedia as evidenced by the t-statistic value of 0.000 < 0.05. This is because digital marketing is very flexible and makes it easier for companies to introduce the latest products or services and get information from customers. Digital marketing can help increase purchasing interest, influence consumer behavior and encourage consumers to buy their products. The results of this study are in line with the results of research (Az-Zahra & Sukmalengkawati, 2022; Lembahyung & Handayani, 2023), that digital marketing has a positive and significant effect on purchase intention. This is because various interesting content and promos uploaded by Tokopedia on social media can still influence consumer loyalty and interest in shopping.

### **The Influence of Product Quality on Purchase Intention on Tokopedia**

Based on the results of data analysis, product quality has a significant influence on purchase intention on Tokopedia as evidenced by the t-statistic value of  $0.002 < 0.05$ . In the marketplace, product quality is an important aspect because in recent years, consumers have paid more attention to this aspect. The marketplace will also benefit when there are offers of high-quality products. Conversely, if the product is of low quality, it will have an impact on customer disloyalty. The better the product quality, the greater the increase in consumer satisfaction because it can provide unique product characteristics and properties to customers so that consumers perceive that marketplace products have certain advantages that other products do not have. The results of this study are in line with research conducted by (Mahendra, 2021; Tajudinnur et al., 2022), that product quality has a significant positive effect on purchasing interest.

### **The Effect of Product Variation on Purchase Intention on Tokopedia**

Based on the results of data analysis, product variation does not have a significant effect on purchase intention on Tokopedia as evidenced by the t-statistic value of  $0.413 > 0.05$ . Consumers' need to find alternatives or variations of other products is a cognitive commitment of consumers to buy products with other brands due to various factors, including curiosity and boredom with products that have been used. One of the reasons consumers seek diversity is that they want to try to reduce boredom by buying new products. The results of this study are in line with research (Emiliana et al., 2023; Fadhilah et al., 2023), product variation does not have a significant effect on purchase intention. Increasingly good and quality product variations do not guarantee high purchasing interest in a product. This is because consumers are less motivated to switch brands when they are dissatisfied and do not like to search and have felt brand loyalty to the product.

### **The Influence of Digital Marketing on Purchase Intention Moderated by Product Variation**

Based on the results of data analysis, product variation is able to moderate the relationship between the influence of digital marketing on purchase intention on Tokopedia as evidenced by the t-statistic value of  $0.005 < 0.05$ . Currently, the choice of product variation makes consumers consider one product with another similar product according to their needs. If the implementation of digital marketing does not match consumer perceptions, consumers will be reluctant to make purchases so that consumers will be able to switch to other products with marketing concepts according to consumer perceptions. Consumers search for and compare product variations and evaluate between various types of digital marketing. Information related to product variations is closely monitored and understood by consumers, so that the meaning conveyed in digital marketing creates high consumer buying interest. This means that when the products produced by the company are varied, consumers will make purchases of these products. The results of this research are in line with research (Andrian, 2019; Angelita et al., 2021), that product variation can strengthen the influence of digital marketing on purchase intention.

### **The Effect of Product Quality on Purchase Intention Moderated by Product Variation**

Based on the results of data analysis, product variation is able to moderate the relationship between the influence of product quality on purchase intention on Tokopedia as evidenced by the t-statistic value of  $0.022 < 0.05$ . The choice of product quality variation currently causes consumers to consider the quality of a product with the quality of other brands according to consumer expectations. When dissatisfied with product quality,

consumers will search for variations with information for other satisfying product choices. The results of this study are in line with research (Pawarti et al., 2022; Widodo & Yusiana, 2023), product variation is able to strengthen the influence of product quality on purchase intention. Looking for product variations that have quality according to needs will increase purchasing interest. This means that when the product quality is diverse, consumers will consume in many choices and are finally motivated to make a purchase.

#### IV. Conclusion

Based on the results of the study and discussion, digital marketing and product quality have a significant effect on purchase intention, while product variation does not have a significant effect on purchase intention on the Tokopedia marketplace. Product variation is proven to moderate the relationship between digital marketing and product quality on purchase intention. The purchase intention aspect is influenced by digital marketing, product quality, and product variation as a moderating variable of 53.7%. While the remaining 46.3% is influenced by other variables that the researcher did not study in this study. The results of this study can be used as evaluation material for the management of companies that trade products on Tokopedia to pay more attention to digital marketing in order to facilitate marketing with a wider reach. On the other hand, companies must also be able to improve product quality so that consumer buying interest increases. In addition, the results of this study can be used as evaluation material for consumers to first search for information and understand more when they want to buy a product in order to find out the advantages and disadvantages of a product being purchased

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