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The Influence of Digital Marketing and Product Quality on Repurchase Intention in Online Stores Green Feast Garden

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ABSTRACT

This study aims for analyze influence Digital Marketing and Product Quality to Repurchase Intention at Greenfeast Garden Online Store. This research use approach quantitative. Data collected through questionnaires distributed to consumers who have do purchase product more from once at the Green Feast Garden Store through the Shopee platform. The population of this study consisted of Greenfeast Garden consumers whose total number is unknown. This study examines the associations of digital marketing and product quality with repurchase intention among 140 eligible Greenfeast Garden customers recruited through purposive sampling. The results of the study indicate digital marketing affects repurchase intention (β=0.510, t=6.398, p<0.001) and digital marketing affects repurchase intention (β=0.619, t=9.090, p<0.001). Simultaneously, both variables affects repurchase intention (F(2,137=769.237, p<0.001)) with R Square value 0.918 indicates variance in this research affects 91.8% of repurchase intention, the remaining variation was unexplained by the model. This finding explains the function of digital marketing and product quality in increasing customer repurchase intentions.

Keywords: Digital Marketing, GreenFeast Garden, Online Store, Product Quality, Repurchase Intention

INTRODUCTION

Progress digital technology has give change big towards the world of marketing and patterns behavior consumer Afrizal et al., (2024) . Currently, the internet and digital platforms help business expand marketing , communicating , and build connection with consumer Willia et al., (2025) . According to Bagaskara et al. (2025) , digital marketing has become one of the strategies widely adopted by companies because it facilitates the delivery of information, increases interaction with consumers, and influences purchasing behavior through various digital media Bagaskara et al., (2025) . Changes behavior increasingly consumers relying on digital technology makes ability company in manage online marketing as factor important For maintain sustainability business .

In addition to digital marketing strategies, product quality is also a crucial factor influencing consumer purchasing decisions. According to Kotler et al. (2022), consumers not only consider the ease of obtaining product information through digital media but also evaluate product quality based on performance, features, reliability, aesthetics, and perceived overall quality. Good-quality products can create consumer satisfaction and trust, thereby increasing the likelihood that consumers will repurchase the same product in the future.

Competition online business is growing strict push company For No only get customer new , but also maintain existing customers . According to Pupuani & Sulistyawati (2024) , the intention purchase return reflect desire consumer For buy or use the same product back , which is generally influenced by experience positivity, trust , and satisfaction to product and service company .

Greenfeast Garden Online Store is a business that utilizes digital technology as a marketing and sales tool for its products. Greenfeast Garden utilizes Instagram, WhatsApp Business, Shopee, Tokopedia, and GrabMart. For market products and facilitate transactions , so that digital marketing plays a role important in reach more consumers wide Anjeli & Sinaga, (2025).

Shopee is one of the platforms with contribution sales and reviews more consumers tall for Greenfeast Garden, so that play a role important in marketing and transactions. Through promotions, reviews, communication and convenience purchases, digital marketing on Shopee can contribute in increase intention purchase return consumers .

Show that digital marketing strategy and quality product can influence trend consumer For do purchase A re-examination by Bagaskara et al. (2025) that examined the influence of digital marketing, product quality, and service quality on repurchase decisions for Kopi Disaat products found that all three variables had a positive and significant influence on repurchase decisions. Digital marketing has been shown to facilitate consumers in obtaining product information, while product quality plays a significant role in creating customer satisfaction and loyalty.

Furthermore, Tantowi et al. (2025) , the study find that quality influential digital products and marketing positive and significant to intention purchase back . However , digital marketing does not strengthen all over connection between variables , so that required study more carry on with objects and characteristics different consumers .

Online store studies show that quality products and services play a role important in increase satisfaction and trust consumers. Husain & Sani (2020) emphasized that quality product still become factor important in determine experience and purchase repetitive consumer Husain & Sani, (2020).

This study provides evidence on the associations of digital marketing and product quality with repurchase intention in a single local online store. This study expected to give contribution practical for Greenfeast Garden in determine digital marketing strategies and improve quality product in accordance need consumers . Uniqueness study lies in testing influence digital marketing and quality product in a way simultaneous to intention purchase back to the Greenfeast Garden Online Store , at the same time expand literature about behavior consumer in local online business .

LITERATURE REVIEW

Repurchase Intention Theory

Trust consumer to product or company can increase repurchase intention and push purchase repetitive. According to Private et al. (2022) , repurchase intention is trend consumer For repurchase intention to something product or services that are formed through experience, satisfaction and trust during interact with seller. According to Temaja et al. (2023), repurchase intention refers to a consumer's activity to purchase a product or service again as a result of satisfaction obtained from previous usage experiences. According to Pupuani & Sulistyawati (2024), repurchase intention is influenced by customer satisfaction. Consumers who are satisfied with a product tend to choose the same product again and make it their primary choice over competing products. According to Rahmawaty & Rakhmawati (2022), repurchase intention return is desire consumer For buy return product after get experience positive. According to Varela Castro (2022), repurchase intention refers to an individual's planned decision to repurchase a product or service based on previous experience.

Based on various opinion said, can concluded that repurchase intention is trend consumer purchase repeat after get good experience as well as own satisfaction and trust to product or services that have been used. According to Pupuani (2013), the indicator repurchase intention consists of desire to continously consume or use the product again, commitment or willingness to repurchase the product in the future, sharing positive things about the product with others, recommending the product to friends and family; and continuing to choose the brand even when competing brands are available in the market.

Digital Marketing Theory

Based on description from a number of researchers, intention purchase return can interpreted as trend consumer For return choose and buy product or the same service, which is influenced by experience previously, level satisfaction, as well as trust to product or company. According to (Angelina et al., 2025; Bagaskara et al., 2025), digital marketing is a marketing approach carried out through internet-based media, such as websites, social media, email marketing, digital advertising, and various other online channels, to build communication and exchange information with consumers. According to (Rezeki et al., 2023; Vidyastuti & Syahrul, 2025), digital marketing is a marketing strategy that utilizes digital media to provide product information, build interactions with consumers, and increase purchase intentions through various types of digital content and platforms. According to Inayati et al. (2025), digital marketing is a marketing concept that utilizes digital technology as a means of communicating, creating, and delivering product value to consumers. According to Kamilah et al. (2025), digital marketing is activity marketing that utilizes digital media and technology to convey information and building connection with Consumers. According to Amri et al., (2025), digital marketing channels are digital-based marketing channels used to provide product information, reach consumers more widely, and build communication between companies and customers through digital technology.

Based on various view said, digital marketing can interpreted as effort company in utilize technology as well as digital channels for convey information, interact with customers, and build ongoing relationship with Consumers. According to Bagaskara et al. (2025), digital marketing can be measured through several indicators, namely accessibility, interactivity, informativeness, and participation.

Product Quality Theory

Product quality become factor important in decision purchase Because quality products can fulfil need consumers, increasing satisfaction, and encourage purchase repeated. According to Kotler et al. (2022), product quality is defining attributes ability product in fulfil need consumers, whether stated and according to Zuhdi et al. (2024), product quality refers to a product 's ability to provide benefits according to consumer expectations through its product characteristics, which can influence consumer evaluations and decisions. According to Parbowo & Wirakartakusumah (2025), product quality product is ability product in fulfil hope consumer through quality, performance, and characteristics, so that increase satisfaction and intention purchase. According to Septi & Nurtjahjadi (2023), product quality refers to a product's ability to provide benefits and meet consumer expectations through its characteristics. According to (Gultom et al., 2024; Sitepu et al., 2025), product quality product can understood as level ability something product in give benefits, characteristics and appropriate value with needs and expectations consumers. Conditions can be one of consideration consumer in determine interest to something product. Based on a number of opinion expert said, can concluded that product quality is ability something product in fulfil needs and expectations consumer through characteristics as well as the benefits it offers. According to Kotler et al. (2022), product quality indicators consist of performance, the ability of a product to perform its main function according to consumer expectations, features, additional characteristics,

reliability, the product's ability to provide consistent quality, aesthetics, attractiveness, and perceived quality.

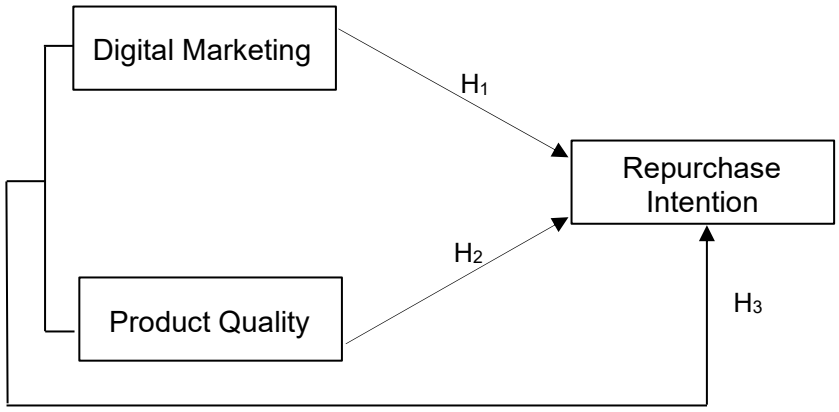


Figure 1. Framework Conceptual (Source: Observation Results)

As for the Hypothesis this study:

H_1: There is existence the influence of digital marketing on interest buy repeat on Green Feast Online store.

H_2: There is existence influence product quality to interest buy repeat on Green Feast Online store.

H_3: There is existence the influence of digital marketing and product quality in a way simultaneous to interest buy repeat on Green Feast Online store.

RESEARCH METHOD

This study apply approach survey with use questionnaire as tool for obtaining research data. According to (Hidayat et al., 2025; Syamsuddin et al., 2023), quantitative research is a research method used to describe a condition objectively using numerical data, starting with the data collection process, data processing and interpretation, and ending with research findings.

This research was conducted at the Greenfeast Garden Online Store, located at Istana Prima 2 Complex, Block C6, Brigjend Katamso Street, Sei Mati, Medan Maimun District, Medan City, North Sumatra, Indonesia. Data was collected in September 2026 using questionnaire through Google Forms. The questionnaire used a five point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Digital marketing was measured using 8 items, Product Quality was measured using 10 items, Repurchase Intention was measured using 10 items, resulting in a total of 28 questionnaire items representing 14 indicators. The composite score for each variable was calculated by summing the scores of its respective items.

According to Sugiyono (2020), the population is overall object or subjects who have characteristics certain for researched and made into base in withdrawal conclusion. In study this, population covers all over consumers who have ever buy product Greenfeast Garden Online Store via Shopee. Number population No known in a way sure , so that determination sample refers to the approach Hair et al. (2022), Determination amount sample can done with consider amount indicators used in research , namely with set around 5–10 respondents For every indicators . Therefore, the sample size is calculated by multiplying the number of indicators by 10, namely 14 × 10 = 140 respondents. Based on this calculation, the total sample used in this study consists of 140 respondents.

The sampling technique used in this study was purposive sampling, a sampling technique in which respondents are selected based on specific criteria relevant to the research objectives (Sahir, 2022). The sampling criteria are: (1) individual who had previously purchased Greenfeast Garden products through Shopee platform, (2) had used the previously purchased products, (3) had interacted with Greenfeast Garden Online digital platform, and (4) respondents were at least 17 years old.

RESULTS

The instrument testing was conducted to evaluate the validity of the statement items and the reliability of each construct using 30 respondents which are separated from main results.

Table 1.
Validity and Reliability Test Results

Variable	Indicator	Value of Validity and Reliability	Conclusion
Digital Marketing (X_1)	Accessibility	0.848	Valid
		0.809	
	Interactivity	0.886	
		0.848	
	Informative	0.728	
		0.679	
	Participation	0.858	
		0.741	
Cronbach Alpha		0.918	Reliable
Product Quality (X_2)	Show	0.755	Valid
		0.797	
	Ability product	0.802	
		0.815	
	Reliability	0.734	
		0.687	
	Ability give quality	0.660	
		0.781	
	Perceived quality	0.850	
		0.837	
Cronbach Alpha		0.924	Reliable
Repurchase Intention (Y)	Desire to continously consume or use the product again	0.821	Valid
		0.814	
	Commitment or willingness to repurchase the product in the future	0.723	
		0.731	
	Sharing positive things about the product with others	0.782	
		0.855	
	Recommending the product to friends and family	0.841	
		0.747	
	Continuing to choose the brand even when competing brands are available in the market	0.818	
		0.778	
Cronbach Alpha		0.931	Reliable

Source: Research results (2026)

The validity assessment findings demonstrate that the Corrected Item-Total Correlation coefficients for digital marketing (X_1), product quality (X_2), and repurchase intention (Y) span from 0.723 to 0.886, exceeding the r-table of 0.3610 at the 0.05 significance threshold for a sample of 30 respondents. This confirms the validity of all questionnaire items employed to operationalize these constructs. Furthermore, the reliability

examination reveals Cronbach's Alpha coefficients ranging from 0.918 to 0.931 for both independent and dependent variables, all surpassing the 0.6 threshold, thereby establishing the reliability of the measurement instruments. As stated by Ghozali (2021), Cronbach's Alpha value must be above 0.7 to be deemed reliable.

Classical Assumption Test

Normality Test – Histography

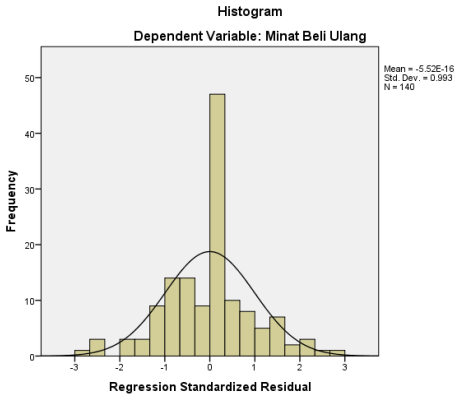


Figure 2. Histogram of Test Results

From Figure 2, it can be seen that the line forms a bell shape, not slanted to the left or right, this shows that the data is normally distributed and meets the assumption of normality.

P-Plot Test Results

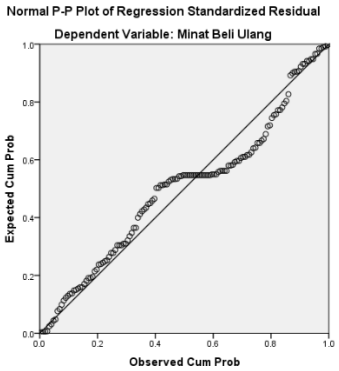


Figure 3. P-Plot Test

Based on Figure 3, it can be seen that data points are located around the diagonal line and follow the line pattern. Thus, it can conclude that the regression model in study This has fulfil assumptions normality.

Table 2.
One Sample Kolmogorov-Smirnov

	Unstandardized Residual
N	140
Asymp.sig (2-tailed)	0.200

Source: Research results (2026)

Based on Table 2 above, the results of the one-sample Kolmogorov-Smirnov normality test show that mark significance by 0.200 more big from 0.05 (sig > 0.05) so can concluded that the data being tested normally distributed.

Table 3.
Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Digital Marketing	0.150	6,665
	Product Quality	0.150	6,665

Source: Research results (2026)

Based on Table 3 above , the multicollinearity test For variables Digital Marketing and Product Quality produce Tolerance value of 0.150 > 0.10 and VIF of 6.665 < 10. This is show that no symptom multicollinearity between variables Digital Marketing and Product Quality .

HeteroscedasticityTest

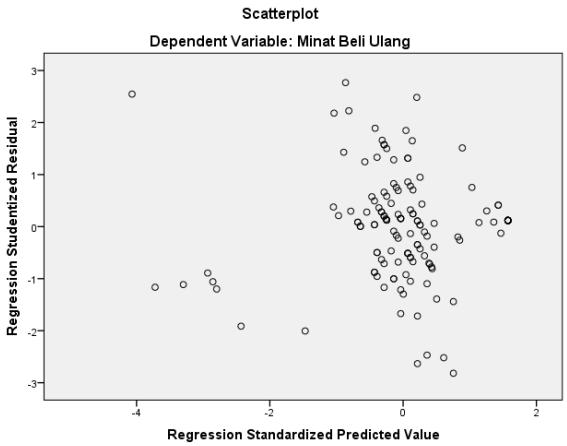


Figure 4. Scatterplot Test Results

Based on the heteroscedasticity test using a scatterplot, the points (data) do not form a clear pattern and the points are spread above and below the number 0 on the Y axis so it can be concluded that the regression model does not experience heteroscedasticity.

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis, the regression equation is:

Repurchase Intention = 0.963 + 0.510 Digital Marketing + 0.619 Quality Product + e

Constant = 0.963 indicates mark constant, if mark variables free (X_1) that is digital marketing and variables (X_2) that is product quality worth 0 so repurchase intention is still as big as 0.963. Holding Product Quality constant, a one unit increase in Digital Marketing was associated with a 0.510 unit increase in Repurchase Intention. Holding Digital Marketing constant, a one unit increase in Product Quality was associated with a 0.619 unit increase

Table 4.
T-Test Results

Model		t	Sig
1	(Constant)	1,171	0.244
	Digital Marketing	6,398	0.000
	Product Quality	9,090	0.000

Source: Research results (2026)

The degree of freedom (df) is 137 (nk-1) = 140 respondents – 2 (free) variables - 1 and the sig level is 5%, so the $t_{table\ value}$ is 1.97743.
For variables Digital Marketing (X_1) obtained β=0.510, t=6.398, p<0.001. This show that in a way partial Digital Marketing is influential positive and significant on Repurchase Intention at Garden Greenfeast at the α = 5% level, so H_1 is accepted. This means that the better digital marketing carried out by Garden Greenfeast, then the higher consumer interest for repurchase intention.
For variables Product Quality (X_2) is obtained β=0.619, t=9.090, p<0.001. These results show that in a way partial Product Quality influential positive and significant on Repurchase Intention at Garden Greenfeast, so H_2 is accepted. This means that the better quality products provided by Garden Greenfeast, then the higher consumer interest for repurchase intention .

Table 5.
F Test Results

Model		F	Sig
1	Regression	769,237	0.001

Source: Research results (2026)
It is known that mark df 1 = 137, df 2 = 2, value F_{table} is of 3.06.
Based on table 5 above , it is obtained mark F_{count} amounting to 769.237 > F_{table} of 3.06, with mark significance 0.000 < 0.05. This result show that in a way Simultaneously, Product Quality and Digital Marketing have an influence significant on Repurchase Intention at the level real α = 5%, so H_3 is accepted .

Table 6.
Results of the Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.958	0.918	0.917	1,992

Source: Research results (2026)
Based on the results of the Model Summary, the R value is 0.918. The model explained 91.8% of the observed variation (adjusted R^2=0.917); 8.2% remained unexplained.

DISCUSSION

Based on results analysis multiple linear regression, this research examines influence Digital Marketing and Quality Product for Repurchase Intention on GreenFeast Garden Online Store, good in a way partial and simultaneous .

Digital Marketing towards Repurchase Intention

Test results hypothesis first (H_1) shows mark calculated t value of 6.398 and p<0.001. In general statistics with level α = 5%, Digital Marketing has an influence positive and significant in a way partial to Repurchase Intention on GreenFeast Garden Online Store. This findings show that better implementation digital marketing is carried out GreenFeast Garden, such as delivery information products, promotions through digital media, and interaction with consumers , then repurchase intention will be higher. This findings align with previous study by Komari (2023) which shows that digital marketing is one of the related factors with decision purchase repeat consumers. This show that effective use of digital media can help maintain involvement consumers and encourage occurrence purchase repeat .

Product Quality towards Repurchase Intention

Test results hypothesis second (H_2) produces calculated t value of 9.090 and p<0.001. This findings prove that in a way partial, Product Quality influential positive and significant to Repurchase Intention to GreenFeast Garden Online Store. This show that the better

quality product that consumers received then repurchase intention will increase. This research align with previous study by Dewi, Putu Ratya Sandria; Seminary, (2023) who discovered that product quality influential positive and significant to intention purchase repeat consumers. Similar results were also found by Dewi, Putu Ratya Sandria; Seminari (2023) which showed existence influence positive and significant product quality to intention purchase return. Thus, keeping consistency product quality be one of aspect important in push Green Feast Garden consumers for do repurchase intention .

Digital Marketing and Product Quality towards Repurchase Intention
In a way collective , testing hypothesis third (H_3) produces mark $F(2,137) = 769.237$ and $p<0.001$ and R Square value is 0.918, which indicates that combination Digital Marketing and Product Quality capable explains 91.8% of Repurchase Intention. This result indicates that Digital Marketing and Product Quality in a way simultaneous influential significant to Intention Repurchase Intention on GreenFeast Garden Online Store. Findings This show that implementation good digital marketing, accompanied with quality suitable product with hope consumers, can contribute to increasing intention consumer for repurchase intention. Research result This in line with study Septi & Nurtjahjadi, (2023) who found that product quality influence positive and significant to repurchase intention. In addition, research Sorongan & Fauzi, (2025) also showed existence influence digital marketing and product quality to repurchase intention. This value show difference contribution relatively second variables in the model against repurchase intention, without change conclusion that both of them influential significant .

CONCLUSION

Among the 140 eligible respondents, digital marketing affects repurchase intention ($\beta=0.510$, $t=6.398$, $p<0.001$) and product quality affects repurchase intention ($\beta=0.510$, $t=6.398$, $p<0.001$). The model explained 91.8% of the observed variation in repurchase intention scores. This cross-sectional purposively recruited single-store sample limits causal interpretation and generalization.

RECOMMENDATION

For Practitioner (GreenFeast Garden Online Store):
Management GreenFeast Garden is recommended For increase effectiveness Digital Marketing with make more content interesting and informative , improving interaction with consumer through social media , as well as give information clear and consistent products . In addition , the quality Product need Keep going maintained and improved to suit with hope consumers , so that can support improvement intention consumer For do purchase repeat .

For Researchers Furthermore:
Recommended For expand variables study with add other relevant variables to Intention Purchase Repeat , like satisfaction customers , price , trust customers , image brand and quality service . Research next also can use larger amount of samples .

For STIE Eka Prasetya:
This can made into as material references and references in development study academics , especially those related with Digital Marketing, Quality Products, and Intentions Purchase Repeat on online business or MSME.

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