

Research Article

The Influence of Digital Marketing on Purchasing Decisions at Tanah Abang Market

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Abstract

This study aims to analyze the influence of digital marketing on consumer purchasing decisions using a case study of Tanah Abang Market. The primary focus of the study is brand perception, digital marketing strategies, and how digitalization affects the loyalty and competitiveness of businesses in traditional markets that are now adapting to technology. This study uses a qualitative approach, emphasizing the subjective meanings and experiences of consumers and businesses. The analysis process was conducted inductively using case study, phenomenology, and ethnography techniques to gain an in-depth understanding of digital marketing strategies, including the use of social media, digital content optimization, and consumer purchasing experiences. The results show that digital marketing contributes significantly to increased purchasing decisions, particularly through factors such as ease of access to information, brand trust, and the effectiveness of digital-based promotions. Thus, digitalization has proven to be a key factor in increasing consumer loyalty and strengthening the position of traditional markets in the modern era.

Keywords: digital marketing, brand perception, purchasing decisions, qualitative approach, Tanah Abang Market.



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INTRODUCTION

The advancement of digital technology has brought significant changes to the business world, particularly in the interaction patterns between producers and consumers. One of the key emerging phenomena is the influence of digital marketing on purchasing decisions, which has rapidly accelerated and significantly impacted the market position of Tanah Abang in this modern era. Whereas in the past, buying and selling processes were predominantly conducted through direct negotiation and face-to-face interaction, today online business allows all transactional activities to occur without physical interaction, both in the sale of goods and services (Hanum, 2019). This condition presents both opportunities and challenges for the Tanah Abang market, which must adapt to an increasingly digitalized pattern of consumer behavior.

Previous research findings indicate that digital marketing has a significant influence on consumer purchasing decisions. This is evident in the declining number of visitors to traditional trade centers such as Tanah Abang Market, which is now increasingly being abandoned by consumers who have shifted to online shopping platforms. Digital marketing carried out by e-commerce companies like Shopee offers a more effective communication approach, enabling customers to access product information more easily, form positive brand perceptions, and be encouraged to make purchasing decisions more quickly and conveniently.

In its development, digital marketing not only poses a threat to Tanah Abang market but also holds potential as an adaptive strategy to enhance competitiveness. Digital marketing plays a vital role in helping traditional markets increase their online visibility, reach broader audiences, and expand market share. Its primary advantage lies in the ability to transcend geographical limitations and present global market opportunities—an achievement that was previously difficult for traditional businesses with limited resources. By utilizing social media, websites, and other digital platforms, Tanah Abang market can build brand awareness and broaden its customer reach, thereby maintaining business relevance amid modern competition.

METHOD

This study employs a qualitative approach with a focus on the subjective experiences of consumers. Through in-depth interviews and direct observation, the research explores how Tanah Abang Market consumers interpret digital content, respond to online reviews, and consider information before making purchasing decisions. An inductive analysis was conducted to identify patterns that reflect the influence of digital marketing on consumer behavior.

The development of the digital revolution has had a profound impact on the world of commerce, including in Southeast Asia's largest wholesale center, Tanah Abang Market. As a major distribution hub for textiles and apparel, attracting buyers from across the country, Tanah Abang is currently facing a shift in consumer behavior driven by the rise of digital marketing. Consumers no longer rely solely on direct, in-person interactions but increasingly turn to online platforms to search for information, read reviews, and compare products before making a purchase decision. This condition indicates that digital marketing has a significant influence on the

purchasing decision-making process at Tanah Abang Market.

Informative content has become one of the most essential aspects of digital marketing strategy. Vendors at Tanah Abang who can provide detailed product descriptions, usage guides, and price comparison tools are more likely to capture consumer attention. Complete and transparent information gives consumers confidence to proceed with purchases, whether in person or via online platforms. This demonstrates that digital content is not merely a promotional tool, but also a crucial instrument for building consumer trust.

In addition to content, online reviews play a critical role. Positive feedback from previous customers acts as social proof that enhances the credibility of the seller, while negative reviews can discourage potential buyers. In the digital era, consumers tend to prioritize the real-life experiences of others before making their own purchasing decisions. Therefore, vendors in Tanah Abang are expected to proactively encourage satisfied customers to leave positive reviews on platforms such as Google Business, e-commerce marketplaces, or social media. Conversely, providing prompt and professional responses to negative feedback reflects the vendor's seriousness in maintaining customer satisfaction.

Research Objectives

The main objective of this research is to analyze in depth the role of digital marketing in influencing consumer behavior at Tanah Abang Market, the largest textile trade center in Southeast Asia. Specifically, this study aims to:

1. Enhance online visibility of vendors through the implementation of well-planned digital marketing strategies to support business sustainability.
2. Optimize interactions with target audiences to build stronger and more sustainable relationships between vendors and consumers.
3. Increase brand awareness by targeting relevant audiences, thereby creating a positive brand image among consumers.
4. Drive conversion by transforming each digital interaction into a profitable transaction opportunity.
5. Develop vendor adaptability in responding to changing trends and business environments to remain relevant and competitive.

To achieve these objectives, the research adopts a qualitative approach focusing on the subjective experiences of consumers. Through in-depth interviews and observations, this study investigates how Tanah Abang consumers interpret digital content, respond to online reviews, and process information before making purchasing decisions. The findings are expected to provide a comprehensive understanding of the influence of digital marketing on consumer behavior, while offering effective strategies for vendors to build trust, enhance credibility, and strengthen their competitiveness in the era of the digital revolution.

Research Benefits

This study offers both theoretical and practical contributions. Theoretically, it enriches the body of knowledge in the fields of digital marketing and consumer behavior, particularly regarding the influence of informative content and online reviews on purchasing decisions in modern traditional markets such as Tanah Abang. Practically, the results can help vendors design more effective digital marketing strategies—ranging from presenting detailed product descriptions and encouraging positive reviews to responding to complaints professionally, thereby enhancing consumer trust.

For consumers, this research provides insights into the crucial role of digital information in supporting more rational purchasing decisions. In addition, the study has academic value as a reference for future researchers, and socioeconomic value by encouraging vendors to adapt to digital technological developments. This adaptation is expected to improve competitiveness and ensure the long-term sustainability of Tanah Abang Market in the digital revolution era.

RESULT AND DISCUSSION

The analysis reveals that the development of digital marketing has significantly influenced consumer behavior patterns at Tanah Abang Market. Consumers who previously relied on direct interaction with vendors are now increasingly utilizing digital platforms as primary sources of information prior to making purchasing decisions. The presence of social media, online marketplaces, and websites offers convenience in searching for information, comparing prices, and evaluating vendor reputations without the need to physically visit the market. This demonstrates that digital marketing has a substantial impact on every stage of the consumer decision-making process—from information search to the final purchase.

Informative digital content has proven to be one of the main driving factors. Complete product descriptions, clear images, and transparent pricing information enhance consumer confidence in making transactions. The clarity of this information functions as a substitute for the direct interactions typically found in traditional market settings, thereby reducing consumer hesitation and increasing the likelihood of purchase. Consequently, vendors who can present detailed and engaging content have a greater opportunity to win consumer interest in the digital era.

In addition to content, online reviews are also a crucial factor influencing purchasing decisions. Positive reviews serve as social proof that strengthens the vendor's image, whereas negative reviews may decrease purchase intention. This phenomenon indicates that modern consumer behavior is not solely shaped by promotional messages from sellers, but is heavily influenced by the real-life experiences of other consumers. As a result, professionally managing online reviews becomes a vital strategy for maintaining trust among potential buyers.

This shift in consumption patterns has led to a decline in the number of physical visitors to Tanah Abang Market, coinciding with the increasing preference for online shopping through platforms such as Shopee, Tokopedia, and Lazada. Consumers prefer online shopping for its perceived practicality, efficiency, and the abundance of attractive promotions. This presents a significant challenge for traditional vendors who still rely on conventional selling methods. However, on the

other hand, digital marketing also provides tremendous opportunities for these vendors to expand their market reach.

An adaptive strategy that can be adopted by Tanah Abang vendors is the utilization of digital marketing to enhance visibility, build a positive brand image, and expand their market share to both national and international levels. An omnichannel marketing approach—integrating offline and online sales—can serve as an effective solution, allowing vendors to retain traditional customers while simultaneously reaching the growing segment of digital consumers.

Overall, the findings and discussion clearly demonstrate that digital marketing exerts a tangible influence on consumer behavior at Tanah Abang Market. Informative content, online reviews, and the presence of digital platforms are key drivers of purchasing decisions. While the rise of e-commerce has indeed led to a reduction in physical foot traffic, digital marketing presents substantial opportunities for vendors to enhance competitiveness. Vendors who can adapt to digital strategies will remain relevant, competitive, and capable of sustaining Tanah Abang Market amid the rapid digital revolution.

CONCLUSION

This study confirms that digital marketing plays a crucial role in influencing consumer purchasing decisions, particularly within the context of Tanah Abang Market. Through digital marketing, consumers can access product information more easily, form positive brand perceptions, and are encouraged to make quick and practical purchasing decisions. The digitalization of commerce also enhances consumer trust and reinforces their loyalty toward vendors who are able to adapt to technological changes.

Moreover, the findings emphasize that although the rise of e-commerce initially led to a decline in visitors to traditional markets, digital marketing can serve as an adaptive strategy that opens up vast opportunities for Tanah Abang Market. The use of social media, digital content, and online platforms enables vendors to broaden their market reach, engage with consumers across regions—even globally—and maintain business relevance in an increasingly competitive environment.

Therefore, it can be concluded that digital marketing is not merely a promotional tool but a key strategic instrument that determines the competitiveness and sustainability of traditional markets in the digital age. The implementation of digital marketing strategies serves as a bridge between shifting consumer patterns—from direct interaction to technology-based transactions—ensuring that Tanah Abang Market remains resilient and continues to thrive amid ongoing modernization.

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