

The Influence of Social Media, Digital Marketing, and Customer Management Systems on Purchasing Decisions at PT Primafood International

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Abstract: The development of digital technology has transformed marketing strategies and consumer behavior, making social media, digital marketing, and customer management systems important factors in purchasing decisions. This study aims to analyze the influence of social media, digital marketing, and customer management systems on purchasing decisions at PT Primafood International, Prima Fresh Food Tanjung Barangan. This research employed a quantitative approach with a causal associative research design. The population consisted of 900 customers, with a sample of 90 respondents determined using the Slovin formula and selected through simple random sampling. Data were collected through observation, questionnaires, and documentation and analyzed using multiple linear regression, t-test, F-test, and coefficient of determination. The results indicate that social media ($t = 2.225$; $p = 0.029$), digital marketing ($t = 5.853$; $p = 0.000$), and customer management systems ($t = 2.015$; $p = 0.047$) have positive and significant effects on purchasing decisions. Digital marketing shows the highest standardized Beta coefficient ($\beta = 0.518$) among the three variables. Simultaneously, the three variables significantly affect purchasing decisions ($F = 21.676$; $p = 0.000$), with an R^2 of 0.556, indicating that 55.6% of the variation in purchasing decisions is explained by the three independent variables, while 44.4% is explained by other factors. These findings indicate the relevance of social media, digital marketing, and customer management systems in understanding purchasing decisions at the research location.

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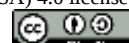
Introduction

Entrepreneurship is the ability to create something new and different through creativity, innovation, and the courage to face risks to achieve profit (Kusumadewi, 2020). Technological developments have broadened the concept of entrepreneurship, allowing businesses to no longer rely solely on conventional sales but also utilize digital technology, social media, e-commerce, and digital marketing to expand markets and create added value (Harsono, 2021). In an increasingly dynamic competitive environment, consumer purchasing decisions are a crucial aspect that companies need to consider. Purchasing decisions are influenced by various factors, including a company's ability to convey product information, build communication with consumers, and create sustainable customer relationships.

One business facing these challenges is Prima Freshmart Tanjung Barangan, a business unit of PT Primafood International, which sells chicken, eggs, and frozen food. In its marketing activities, the use of social media, digital marketing, and a Customer Relationship Management (CRM) system is crucial to increase market reach, communication, customer satisfaction, and loyalty. Social media can be a means of interaction and conveying product information to consumers (Nasrullah, 2020), while digital marketing enables companies to reach consumers more widely by utilizing digital media and the internet (Mawardi, 2022; Ardani, 2020). Meanwhile, CRM integrates people, processes, and technology to understand customer needs, increase satisfaction, and retain existing customers (Abdurohim, 2022; Susilowati, 2022).

The phenomenon that occurred at Prima Freshmart Tanjung Barangan is evident in inconsistent sales achievements from January to April 2026. The monthly sales target of Rp139,500,000 was only achieved in March, while January, February, and April were still below the target. This condition indicates that consumer purchasing decisions are not optimal and there are still problems in marketing strategies and customer relationship management. This phenomenon is in line with previous research that shows that the use of social media can improve purchasing decisions by expanding market reach and increasing interaction with consumers (Ahsan, 2025; Fitri, 2026).

This situation indicates the urgency for Prima Freshmart Tanjung Barangan to optimize social media, digital marketing, and CRM as part of a strategy to improve purchasing decisions. However, there is still a gap between the potential use of marketing technology and unstable sales results. Previous research generally discusses the influence of social media, digital marketing, or CRM separately on MSMEs and specific businesses, while studies that examine these three factors simultaneously on purchasing decisions at Prima Freshmart Tanjung Barangan are still limited. Therefore, this study is important to conduct to analyze the influence of social media, digital marketing, and customer management systems on purchasing decisions at Prima Freshmart Tanjung Barangan, so that it can provide an empirical basis for the company in determining more effective marketing strategies and customer management.



Research Methods

This study uses a quantitative approach with a causal associative research type, which aims to determine and analyze the influence of social media, digital marketing, and customer management systems on purchasing decisions. The study was conducted at PT Primafood International Gerai Prima Fresh Food Tanjung Barangan. The population in this study were 900 Prima Fresh Food Tanjung Barangan customers in a one-month period in January 2026. Determination of the number of samples using the Slovin formula with an error rate of 10%, resulting in a sample of 90 respondents. The sampling technique used was simple random sampling, meaning that each member of the population has an equal opportunity to be selected as a respondent. The research data consists of primary and secondary data. Primary data was obtained through distributing questionnaires to respondents, while secondary data was obtained through company documentation, especially customer data and supporting data relevant to the study.

Data collection techniques were carried out through observation, questionnaires, and documentation, with questionnaires as the main instrument to obtain data regarding social media, digital marketing, customer management systems, and purchasing decisions. The collected data were then analyzed using multiple linear regression analysis to determine the influence of social media variables (X1), digital marketing (X2), and customer management systems (X3) on purchasing decisions (Y). Before the regression analysis was carried out, the data were first tested through classical assumption tests which included normality, heteroscedasticity, and multicollinearity tests. Next, a correlation coefficient analysis was carried out to determine the level of relationship between variables, a determination coefficient (R^2) to determine the contribution of independent variables to the dependent variable, as well as a t-test to determine the influence of each variable partially and an F-test to determine the influence of social media, digital marketing, and customer management systems simultaneously on purchasing decisions.

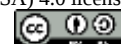
Results and Discussion

Classical Assumption Test

1. Normality Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		90
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	3.95079998
Most Extreme Differences Absolute		.070



	Positive		.064
	Negative		-.070
Test Statistics			.070
Asymp. Sig. (2-tailed)			.200c,d
Monte Carlo Sig. (2-tailed)	Sig.		.750e
	99% Confidence Interval	Lower Bound	.738
		Upper Bound	.761

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Based on 10000 sampled tables with starting seed 2000000.

Source: Processed data from SPSS 25 (2026)

From Table 1, the results of the Normality test using the Kolmogorov-Smirnov Test method obtained a significance result from the normality test of 0.200, where this result is greater than the standard deviation level.significance0.05. So it can be concluded that the normality test in this study is normally distributed. Residuals are normally distributed if they have a significance value > 0.05.

2. TestMulticollinearity

Table 2. Multicollinearity Test Results

Model	Coefficientsa					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	6,775	5,234		1,295	.199		
Social media	.188	.084	.185	2,225	.029	.963	1,039
Digital Marketing	.552	.094	.518	5,853	.000	.846	1,183
Customer Management System	.167	.083	.175	2,015	.047	.874	1,145

a. Dependent Variable: Purchasing Decision

Source: Processed data from SPSS 25 (2026)

From the calculation results in table 2the results of the multicollinearity test show that the variablesMediaSocial (X1) has a tolerance value of 0.963 and a VIF value of 1.039. The Digital Marketing variable (X2) has a tolerance value of 0.846 and a VIF value of 1.183,

while the Customer Management System variable (X3) has a tolerance value of 0.874 and a VIF value of 1.145. All independent variables have a tolerance value greater than 0.10 and a VIF value less than 10. Thus, it can be concluded that the regression model in this study does not experience symptoms of multicollinearity, so that there is no high linear relationship between the independent variables and the regression model is suitable for use in research.

3. Autocorrelation Test

Table 3. Autocorrelation Test

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.746a	.556	.540	2.23613	2,217

a. Predictors: (Constant), Social Media (X1), Digital Marketing (X2), Customer Management System (X3)

b. Dependent Variable: Purchase Decision (Y)

Source: Processed data from SPSS 25 (2026)

Based on the results of the autocorrelation test table, it is known that the DW value is 2.217. compared to with a significance table value of 5% (0.05) with a sample size of 90 and a number of independent variables of 3 ($K = 3$) so that the dU result from the r table is 1.7264. The DW value is greater than the dU limit and less than $(3 - dU) = 3 - 1.7264 = 1.2736$ so it can be concluded that there is no autocorrelation.

Multiple Linear Regression Test Results

Table 4. Multiple Linear Analysis Test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	6,775	5,234		1,295	.199		
Social media	.188	.084	.185	2,225	.029	.963	1,039
Digital Marketing	.552	.094	.518	5,853	.000	.846	1,183
Customer Management System	.167	.083	.175	2,015	.047	.874	1,145

a. Dependent Variable: Purchasing Decision

Source: Processed data from SPSS 25 (2026)

Based on table 4 above, the results of multiple regression between the variables of the influence of social media, digital marketing, and customer management systems on purchasing decisions at PT Primafood International obtained a constant value of 6.775, regression coefficients of 0.188, 0.552 and 0.167 so that the form of the multiple linear equation is as follows:

$$Y = 6.775 + 0.188 X_1 + 0.552 X_2 + 0.167 X_3 + e$$

Where:

- Y = Purchase Decision
a = Constant
X1 = Social Media
X2 = Digital Marketing
X3 = Customer Management System
b1, b2. = Regression Coefficient
e = Standard Error

From the equation above it can be explained that:

1. The constant value (a) indicates the magnitude of the Purchase Decision (Y). This states that if the influence of social media, digital marketing, and customer management systems on purchasing decisions at PT Primafood International constant, then it is 6.775 units.
2. X1 (Social Media) value = 0.188. Where adding one unit of social media score will increase the purchasing decision score by 0.188 units.
3. X2 (Digital Marketing) value = 0.552. Where adding one unit of digital marketing score will increase the purchasing decision score by 0.552 units.
4. X3 (Customer Management System) value = 0.167. Where adding one unit of customer management system score will increase the purchasing decision score by 0.167 units.

Based on the equation $Y = 6.775 + 0.188 X_1 + 0.552 X_2 + 0.167 X_3 + e$, digital marketing (X2) has the largest influence on purchasing decisions (Y). This indicates that digital marketing activities, including social media advertising, interactive content, and easy access to online information, are associated with purchasing decisions.

Correlation Coefficient Analysis

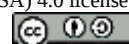
Table 5. Correlation Coefficient Analysis

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.746a	.556	.540	2.23613	2,217

a. Predictors: (Constant), Social Media (X1), Digital Marketing (X2), Customer Management System (X3)

b. Dependent Variable: Purchase Decision (Y)

Source: Processed data from SPSS 25 (2026)



Based on the table above, the R figure is 0.746 with a coefficient interval value of 0.600 - 0.799 (Strong). Of the three independent variables of social media, digital marketing and customer management systems, there is a correlation with purchasing decisions. If the independent variable increases, it will increase purchasing decisions, and vice versa, if the independent variable decreases, purchasing decisions will also decrease.

Coefficient of Determination (R²) Test

Table 6. Test of the Coefficient of Determination (R²)

Model Summary					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	Durbin-Watson
1	.746a	.556	.540	2.23613	2,217

a. Predictors: (Constant), Social Media (X1), Digital Marketing (X2), Customer Management System (X3)

b. Dependent Variable: Purchase Decision (Y)

Source: Processed data from SPSS 25 (2026)

Based on the results of Table 6 above, the coefficient of determination (R²) of 0.556 indicates that 55.6% of purchasing decision variables are influenced by social media, digital marketing, and customer management systems. Meanwhile, the remaining 44.4% is influenced by other factors outside those studied, such as price, location, brand, and others.

F Test Results

Table 7. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1050.415	3	350,138	21,676	.000b
	Residual	1389.185	86	16,153		
	Total	2439.600	89			

a. Dependent Variable: Purchase Decision Purchase (Y)

b. Predictors: (Constant), Social Media (X1), Digital Marketing (X2), Customer Management System (X3)

Source: Processed data from SPSS 25 (2026)

Based on table 7 above, it was found that the variables of the influence of social media, digital marketing, and customer management systems simultaneously on purchasing decisions at PT Primafood International had a significant effect of $0.000 < 0.05$.

Partial Test Results (t-Test)**Table 8. Partial Test Results (t-Test)**

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1 (Constant)	6,775	5,234		1,295	.199		
Social media	.188	.084	.185	2,225	.029	.963	1,039
Digital Marketing	.552	.094	.518	5,853	.000	.846	1,183
Customer Management System	.167	.083	.175	2,015	.047	.874	1,145

a. Dependent Variable: Purchasing Decision

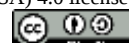
Source: Processed data from SPSS 25 (2026)

From table 8 shows that there is a significant positive partial relationship between social media (X1) and purchasing decisions with a significance value of $0.029 < 0.05$, then digital marketing (X2) also has a significant positive partial relationship with purchasing decisions with a sig value of $0.000 < 0.05$ and the customer management system (X3) has a significant positive partial effect on purchasing decisions with a sig value of $0.047 < 0.05$.

Discussion**The influence of social media (X1) on purchasing decisions (Y)**

Based on the calculated t value, it can be seen that the calculated t of the social media variable has a partial significant influence on the purchasing decision variable, which is indicated by the sig t value = $0.029 < \alpha = 0.05$ (H_0 is rejected and H_2 is accepted). This means that social media (X1) partially has a real effect on purchasing decisions (Y). These results empirically prove that the social media variable (X1) has a partial and real significant positive influence on purchasing decisions (Y). This positive causal relationship indicates that optimizing the use of digital platforms and promotional activities through social media can be an effective stimulus in encouraging actions and purchasing conversions by consumers.

In today's digital era, social media is no longer just a communication medium, but has transformed into an integrated transactional interaction space where product reviews, interactive visual content, and influencer recommendations collectively build consumer trust and confidence before making a transaction. The findings of this study are in line with and supported by the results of relevant previous studies. One such study by (Gita & Tjiptodjojo, 2026) where they confirmed that social media-based marketing activities have a positive and significant impact on driving consumers' final purchasing decisions. Furthermore, (Dewi et al., 2026) also supports these results. They explain that intense information exposure, authentic reviews, and easy product access on platforms like Instagram and TikTok contribute significantly to shortening the consumer consideration flow, thereby partially accelerating



purchasing decisions in the digital market.

The influence of digital marketing (X2) on purchasing decisions (Y)

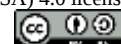
Based on the calculated t value, it can be seen that the digital marketing variable has a partial influence on the purchasing decision variable, which is indicated by the sig t value = $0.000 < \alpha = 0.05$ (H_0 is rejected and H_3 is accepted). This means that there is a partial influence between digital marketing (X2) on purchasing decisions (Y). The results of this empirical test prove that the digital marketing variable (X2) has a significant positive effect partially on purchasing decisions (Y). The absolute significance value of 0.000 indicates that the digital marketing strategy has a very high level of confidence and reliability in driving consumer responses. The use of appropriate digital channels such as programmatic advertising, search engine optimization, and interactive campaigns has succeeded in reducing the information gap between producers and consumers.

Ease of access to product information, visualization of attractive offers, and ease of transaction processes in the digital ecosystem can significantly reduce consumer doubts, thus linearly accelerating the conversion of actions into final purchasing decisions. The findings of this study are in line with modern marketing theory and supported by various previous empirical research. One such study is (Zed et al., 2025) where their analysis results confirm that strengthening digital marketing penetration makes a very significant contribution to consumer purchasing decisions. In line with this, (Maharani, 2026) also confirms the same thing. They explain that the integration of digital promotions with an understanding of consumer behavior in the digitalization era has proven to be a major stimulant that partially accelerates the process of evaluating alternatives until the formation of product purchasing decisions.

The influence of customer management system (X3) on purchasing decisions (Y)

Based on the calculated t value, it can be seen that the calculated t of the customer management system variable (X3) has a partial influence on the purchasing decision variable, which is indicated by the sig t value = $0.047 < \alpha = 0.05$ (H_0 is rejected and H_4 is accepted). This means that there is a partial influence between the customer management system variable (X3) on purchasing decisions (Y). The results of this empirical test prove that the customer management system variable (X3) has a significant positive influence partially on purchasing decisions (Y). This real causal relationship indicates that when a company is able to systematically manage relationships and interactions with consumers, the tendency of consumers to make purchasing decisions will increase.

A well-functioning customer management system, such as neat consumer preference database management, responsive complaint handling, loyalty program provision, and personalized post-purchase communication, can successfully create...A safe and convenient transaction experience. The sense of appreciation and emotional closeness built through this system significantly impacts consumer psychology, dispelling doubts, and encouraging them to choose the company's products over competitors.



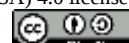
The findings of this study align with relationship marketing theory and are supported by relevant previous empirical research. One such research is the scientific article by (Onassis et al., 2024) Their research concluded that customer relationship management (CRM) has been shown to have a positive and significant impact on triggering consumer purchasing decisions. Furthermore, (Asraini, 2019) also confirmed similar findings. The researchers explained that the consistent implementation of a customer management system serves as a vital instrument for strengthening interactions, fostering trust, and accelerating consumer considerations.culminating in the final purchasing decision.

Conclusion and Recommendation

Based on the research results, it can be concluded that social media, digital marketing, and customer management systems simultaneously have a positive and significant influence on purchasing decisions at PT Primafood International. Partially, social media, digital marketing, and customer management systems also have a positive and significant influence on purchasing decisions. This indicates that the more optimally a company utilizes social media and digital marketing and the better it manages customer relationships, the greater the tendency of consumers to make purchases. Therefore, PT Primafood International is advised to increase the responsiveness and variety of social media content, optimize digital marketing through Google Maps and retargeting, and strengthen the CRM system through loyalty programs and customer satisfaction evaluations. For further researchers, the study can be developed by adding other variables such as brand image, perceived value, product quality, consumer trust, purchase intention, or customer satisfaction to obtain more comprehensive results.

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