



Research Article

The Influence of Digital Marketing Strategies on MSME Consumer Purchasing Decisions in Ambon City: Multiple Regression Analysis Approach

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Abstract: The rapid growth of the digital ecosystem has prompted Micro, Small, and Medium Enterprises (MSMEs) in Ambon City to adopt online marketing strategies in response to the increasingly digital behavior of consumers. This study focuses on MSME consumers in Ambon City who actively engage with local business products through digital platforms. The research addresses key issues, including the low adoption of digital marketing among local MSMEs, the limited empirical studies on Eastern Indonesia, and the lack of an integrative analytical model that simultaneously tests three dimensions of digital marketing. The objective of this study is to analyze the influence of digital marketing strategies, including social media marketing, paid digital advertising, and content marketing, on consumer purchasing decisions for MSMEs in Ambon City. Using a quantitative approach with a survey design, the study involved 100 respondents selected through purposive sampling. Data analysis was conducted using multiple regression after classical assumption tests for normality, multicollinearity, and heteroscedasticity. The results indicate that social media marketing has a significant effect with a regression coefficient of 0.387, followed by paid digital advertising (0.312) and content marketing (0.274), all significant at the 0.05 level. Together, the three variables explain 67.1% of the variation in consumer purchasing decisions. Social media marketing was found to be the most dominant factor influencing consumer purchasing decisions in Ambon City. This study highlights the importance of an integrated digital marketing strategy for MSME growth in Eastern Indonesia and suggests strengthening the digital capacity of local business actors as a key policy recommendation.

Keywords: Ambon City; Digital Marketing; MSMEs; Purchasing Decision; Social Media.

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1. Introduction

The increasingly massive development of information and communication technology in the last decade has brought a fundamental transformation in the global business landscape, including in Indonesia. One of the sectors that has experienced a significant impact from this transformation is Micro, Small, and Medium Enterprises (MSMEs), which have historically been the backbone of the national economy. In Ambon City as the economic center of Maluku Province, MSMEs play a crucial role in absorbing labor and contributing to the Gross Regional Domestic Product (GDP). However, the main challenges faced by MSME actors in this region are limited market reach and low adoption of digital-based marketing strategies. This phenomenon encourages the urgency of research that specifically examines how digital marketing strategies, including the use of social media, online paid advertising, search engine optimization, and content-based marketing, can significantly influence consumer purchasing decisions in the local MSME segment in the region.

Various previous studies have sought to explore the relationship between digital marketing and consumer behavior using various methodological approaches. A qualitative approach based on in-depth interviews and case studies is able to uncover the dynamics of

consumer perceptions holistically, but faces limitations in terms of generalizing findings to a wider population. Meanwhile, a descriptive quantitative approach with simple correlation analysis provides an initial picture of the strength of intervariable relationships, although it has not been able to explain the simultaneous influence of several predictor variables simultaneously in a single complete model. The use of multiple regression analysis in the context of digital marketing research has proven to be superior because it is able to identify the relative contribution of each dimension of digital marketing to dependent variables separately or simultaneously, resulting in stronger and scientifically accountable statistical inferences [1]. The advantages of this method make it the most relevant choice in research involving multidimensional constructs such as comprehensive digital marketing strategies.

Although the literature on digital marketing has developed rapidly, there are some research gaps that have not been adequately addressed. First, most of the existing studies focus on large urban contexts such as Jakarta, Surabaya, or Bandung, while research in Eastern Indonesia, especially Ambon City, is still very limited. In fact, the demographic characteristics, digital infrastructure, and consumption patterns of the people in the region have peculiarities that cannot be generalized simply from the findings on the island of Java. Uneven internet penetration between regions in Indonesia also affects the effectiveness of digital marketing strategies implemented by small business actors, so a contextual and locality-based study is needed (Pratiwi and Santoso, 2023). Second, the majority of previous studies only considered one or two dimensions of digital marketing without comprehensively integrating them into a single complete and structured analytics model. Third, studies on the specific influence of local platform-based marketing content on purchasing decisions in the regional MSME segment are still very minimal, even though this variable has very important managerial implications for the development of sustainable local business strategies.

Starting from these three problems, this study formulates three research questions that are interrelated to each other. First, whether the use of social media as a digital marketing instrument has a significant effect on the purchasing decisions of MSME consumers in Ambon City. Second, whether paid digital advertising and online content optimization partially or simultaneously affect consumer purchasing decisions in the region. Third, which digital marketing variable has the most dominant influence on the purchasing decisions of MSME consumers in Ambon City. An in-depth understanding of the digital marketing variables that have the most influence on consumer purchasing decisions can be the basis for policy formulation that is more targeted for the development of MSMEs in the regions [2]. These three questions are designed to fill the theoretical and empirical gaps that have been identified, as well as provide practical contributions to stakeholders in the Ambon City MSME sector.

As a solution to the problems that have been identified, this study applies a multiple regression analysis approach with a quantitative survey design on consumers who have interacted with MSMEs in Ambon City through digital platforms. The application of multiple regression to consumer behavior research in the digital age is able to produce predictive models that are statistically accurate and meaningful, especially when measurement instruments are developed based on pre-validated constructs [3]. The selection of this method is based on its capacity to measure the simultaneous and partial influence of independent variables, namely social media marketing, online paid advertising, and content marketing on the bound variable in the form of consumer purchase decisions. The integration of data-driven approaches in MSME marketing decision-making has been proven to increase the efficiency of promotional budgets and significantly expand market reach [4]. The results of this research are expected not only to contribute to the development of marketing management science, but also to provide concrete recommendations for MSME actors and the local government of Ambon City in formulating effective and impactful digital marketing strategies.

Overall, the contribution of this research covers three main aspects. Theoretical contribution in the form of developing a contextual digital marketing influence model for the Eastern Indonesia region. The methodological contribution is in the form of the application of multiple regression analysis structured in the regional MSME segment that has so far received less academic attention. Practical contributions are in the form of empirical evidence-based strategic recommendations for business actors and policy makers in Ambon City. This paper is further compiled into several parts, where Part II reviews the literature review and theoretical framework, Part III explains the research methodology used, Part IV presents the results of the analysis along with an in-depth discussion, and Part V explains the conclusions

and implications of research for the development of digital-based MSMEs in the Eastern Indonesia region.

2. Preliminaries or Related Work or Literature Review

Digital Marketing Strategy and Its Dimensions

Digital marketing is a contemporary marketing approach that utilizes internet technology infrastructure and data-based platforms to reach, influence, and retain consumers in a more measurable and efficient manner than conventional methods. In the context of the development of the modern business ecosystem, digital marketing is no longer seen as a complementary instrument, but rather as a core component of the overall marketing strategy of a business entity. The main dimensions that make up the digital marketing construct include marketing through social media, online platform-based paid advertising, search engine optimization, content-based marketing, and marketing through email. Each of these dimensions has a different but complementary working mechanism in shaping consumer perception of a product or service. An integrally designed digital marketing strategy has been proven to increase brand visibility, expand market reach, and drive consumer conversions from brand awareness to actual purchase decision [3].

In the context of MSMEs, the adoption of digital marketing strategies faces its own challenges that are different from large-scale companies. Limited technology-literate human resources, lack of marketing budget, and uneven digital infrastructure are the main obstacles often faced by MSME actors in the region. However, social media platforms such as Instagram, Facebook, and TikTok have opened up opportunities for MSMEs to compete in the digital space at relatively affordable costs. The consistent and planned use of social media by MSME actors has been shown to be positively correlated with increasing brand awareness and consumer buying interest, especially in the productive age segment where the intensity of social media use is high. The integration of attractive visual content, authentic brand narratives, and two-way interaction between business actors and consumers through digital platforms are the differentiating factors that determine the effectiveness of digital marketing strategies for local MSMEs[5]. Therefore, a comprehensive understanding of the dimensions of digital marketing and the characteristics of its application in the context of regional MSMEs is a theoretical foundation that cannot be ignored in this study.

Furthermore, online paid advertising or known as pay-per-click advertising and sponsored content on various digital platforms allows MSME actors to reach very specific consumer segments based on demographic, geographical, and psychographic parameters. The sophistication of ad targeting systems on platforms such as Meta Ads and Google Ads provides a competitive advantage for small businesses that previously were unable to compete in the conventional advertising space. The effectiveness of paid digital advertising in driving consumer purchase decisions is influenced by the relevance of the advertising message, the visual quality of the content, and the accuracy of audience segmentation applied by advertisers [2]. Thus, technical mastery of the paid digital advertising mechanism is a strategic competency that needs to be systematically developed by MSME actors in order to be able to maximize the return on investment from every rupiah invested in their digital marketing activities.

Consumer Purchasing Decisions and Factors Affecting Them

Consumer purchasing decisions are a complex psychological and behavioral construct, involving a series of cognitive, affective, and conative processes before an individual finally decides to acquire a particular product or service. The classic model of purchasing decisions developed by consumer behavior experts describes this process through the stages of need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. In the digital age, the stages of information seeking and evaluating alternatives have undergone a very significant shift, where consumers now rely heavily on digital content, online reviews, and recommendations from virtual communities before making their final choices. Consumer purchasing decisions in the digital era are greatly influenced by the quality of product information available online, the level of trust in the seller's platform, and the user experience in interacting with marketing content presented by business actors [1].

The relevance between digital marketing strategies and consumer purchasing decisions is further strengthened by empirical findings that show that personalized, responsive, and

informative marketing content is consistently able to shorten the consumer purchase decision cycle. The digital trust factor is a crucial mediating variable in the relationship between digital marketing stimulus and consumer behavioral response. Consumers who have high levels of trust in digitally advertised platforms and brands tend to have stronger purchase intent and higher conversion rates than consumers with low trust levels. In addition, the phenomenon of social proof which is manifested through customer testimonials, product ratings, and the number of followers of social media accounts of MSME actors also contribute substantially to shaping the perception of quality and consumer trust in the products offered [4].

In the specific context of MSMEs in Ambon City, the characteristics of local consumers who have a strong attachment to community values and trusts based on personal relationships are contextual variables that need to be considered in understanding the dynamics of purchasing decisions. Digital marketing that integrates elements of locality, such as the use of regional languages, representations of local cultures in visual content, as well as the emergence of local wisdom identities in brand narratives, has the potential to generate stronger emotional resonance among local consumers. Research on the influence of locality elements in digital marketing content on consumer purchase decisions in Eastern Indonesia is still very rare, so this study seeks to fill this gap through systematic and structured empirical testing. The multiple regression analysis approach applied in this study allows the identification of which digital marketing variables are the most determinant in shaping the purchasing decisions of MSME consumers in Ambon City in a specific and measurable manner [5].

3. Materials and Method

Research Design and Approach

This study uses a quantitative approach with a descriptive-explanatory survey research design, which aims to measure and explain the influence of digital marketing strategy variables on the purchasing decisions of MSME consumers in Ambon City in an empirical and structured manner. The quantitative approach was chosen because it allows statistical testing of hypotheses through the measurement of variables that are operationalized in the form of numbers and can be analyzed using inferential statistical techniques. The population in this study is all consumers who have made transactions to purchase MSME products or services in Ambon City through digital platforms, both social media, marketplaces, and official websites of business actors. The sampling technique used is purposive sampling with the criterion that respondents have purchased MSME products online at least once in the last three months. Based on the Slovin formula with an error rate of 5%, the number of samples determined in this study was 100 respondents spread across various sub-districts in Ambon City. Quantitative research with survey techniques on the consumer segment of digital MSMEs has been proven to be able to produce representative and generalized data if sampling procedures are carried out systematically and planned [3].

Research and Operationalization Variables

This research involves three independent variables and one bound variable that is operationalized in a measurable manner. The first independent variable is social media marketing (X1), which is measured through indicators of content upload frequency, visual quality of content, account engagement rate, and consistency of brand narrative on digital platforms. The second independent variable is paid digital advertising (X2), which is measured through indicators of ad relevance, target audience reach, delivery frequency, and creative appeal of the ads shown. The third independent variable is content marketing (X3), which is measured through indicators of information meaning, content originality, educational value, and content's ability to generate consumer buying interest. The bound variable is consumer purchase decision (Y), which is measured through indicators of need recognition, online information search, evaluation of product alternatives, actual purchase decisions, and post-purchase satisfaction. All indicators were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree, to ensure an adequate gradation of responses from each respondent. The operationalization of structured and construct-based variables that have been theoretically validated is the main prerequisite in ensuring the internal validity of a quantitative research instrument [2].

Data collection was carried out through the distribution of structured questionnaires online using Google Form to respondents who met the inclusion criteria that had been set.

Before use, the research instrument was first tested for validity and reliability through trials on 30 respondents outside the main sample. The validity test was carried out using the Pearson Product Moment correlation with the criteria of a valid item if the calculated value r is greater than the r of the table at a significance level of 5%. Meanwhile, the reliability test is carried out using the Cronbach Alpha coefficient with the criteria of a reliable instrument if the coefficient value reaches 0.70 or higher. The main data analysis technique used is multiple regression analysis with the following equations.

The multiple regression equation in this study is formulated as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

where Y is a consumer's purchasing decision, a is a constant, b_1 , b_2 , and b_3 are the regression coefficients of each independent variable, X_1 is social media marketing, X_2 is paid digital advertising, X_3 is content marketing, and e is an error term. Before the regression analysis was carried out, a series of classical assumption tests were first carried out which included the normality test using the Kolmogorov-Smirnov, the multicollinearity test through the Variance Inflation Factor value, and the heteroscedasticity test using the Glejser test. The fulfillment of all these classical assumptions is an absolute prerequisite for the resulting regression model to be BLUE or Best Linear Unbiased Estimator so that the interpretation of the regression coefficient can be carried out validly. Hypothesis testing was carried out through the t -test for partial influence and the F test for simultaneous effect, with a significance level set of 0.05. The application of a comprehensive series of classical assumption tests before multiple regression analysis is a methodological practice that must be applied to ensure the validity and reliability of quantitative research findings [4].

4. Results and Discussion

Research Results

Characteristics of Respondents

The data collection in this study involved 100 consumer respondents who had made transactions to purchase MSME products in Ambon City through digital platforms. Based on the results of the tabulation of data, most of the respondents were in the age range of 20 to 35 years old at 67%, followed by the age group of 36 to 50 years old at 24%, and the rest were over 50 years old at 9%. In terms of gender, female respondents dominated with a proportion of 58% compared to men of 42%. The education level of respondents was dominated by Diploma and Bachelor graduates by 71%, which indicates that digital MSME consumers in Ambon City relatively have adequate digital literacy. The most used digital platforms in transactions are Instagram at 48%, followed by WhatsApp Business at 31%, and marketplaces such as Shopee and Tokopedia at 21%.

Table 1. Characteristics of Research Respondents.

Characteristics	Categories	Frequency	Percentage (%)
Age	20–35 years old	67	67,0
	36–50 years old	24	24,0
	> 50 years	9	9,0
Gender	Women	58	58,0
	Male	42	42,0
Education	High School/Equivalent	29	29,0
	Diploma/Bachelor's	71	71,0
Platform Digital	Posted on Instagram	48	48,0
	Send a message to WhatsApp	31	31,0
	Marketplace	21	21,0

Validity and Reliability Test Results

Before the main analysis is carried out, all instrument items are tested for validity and reliability. The results of the validity test showed that all statement items in the four variables had a calculated r value that exceeded the r of the table by 0.361 at a significance level of 5%, so that all items were declared valid. The results of the reliability test showed a Cronbach Alpha value for the social media marketing variable of 0.847, paid digital advertising of 0.831, content marketing of 0.819, and purchase decision of 0.862. All of these values exceeded the

minimum limit of 0.70, so the instrument was declared reliable and suitable for use in further analysis.

Table 2. Instrument Validity and Reliability Test Results.

Variable	Number of Items	Calculated r value (Min–Max)	Cronbach Alpha	Remarks
Social Media Marketing (X1)	8	0,412–0,731	0,847	Valid & Reliable
Paid Digital Ads (X2)	7	0,398–0,718	0,831	Valid & Reliable
Content Marketing (X3)	7	0,421–0,743	0,819	Valid & Reliable
Purchase Decision (Y)	9	0,407–0,762	0,862	Valid & Reliable

Classical Assumption Test Results

Classical assumption testing is performed prior to regression model estimation to ensure model feasibility. The results of the normality test with Kolmogorov-Smirnov produced a significance value of 0.127, which exceeded the alpha value of 0.05, so the data was declared to be normally distributed. The multicollinearity test showed the Variance Inflation Factor values for X1 of 1.847, X2 of 2.013, and X3 of 1.934, all of which were below the critical value of 10, so there was no problem of multicollinearity. The heteroscedasticity test using the Glejser test yielded significance values for X1 of 0.312, X2 of 0.287, and X3 of 0.341, all of which were greater than 0.05, so that the model was free of heteroscedasticity problems.

Table 3. Classical Assumption Test Results.

Test Type	Variables/Statistics	Value	Criteria	Remarks
Normality	K-S Sig.	0,127	> 0.05	Normal
Multicollinearity	VIF X1	1,847	< 10	Not Multicollinear
	VIF X2	2,013	< 10	Not Multicollinear
	VIF X3	1,934	< 10	Not Multicollinear
Heteroscedasticity	Sig. X1	0,312	> 0.05	Homoskedastis
	Sig. X2	0,287	> 0.05	Homoskedastis
	Sig. X3	0,341	> 0.05	Homoskedastis

Multiple Regression Analysis Results

After all classical assumption tests were met, multiple regression analysis was carried out to answer the three formulations of the research problem. The resulting regression equation is as follows.

$$Y = 3,214 + 0,387X1 + 0,312X2 + 0,274X3 + e$$

The results of the regression coefficient estimation and its significance test are presented in Table 4 below.

Table 4. Multiple Regression Analysis Results.

Variable	Coefficient (B)	Std. Error	t count	Sig.	Remarks
Constant	3,214	0,841	3,821	0,000	
Social Media Marketing (X1)	0,387	0,072	5,375	0,000	Significant
Paid Digital Ads (X2)	0,312	0,081	3,852	0,000	Significant
Content Marketing (X3)	0,274	0,078	3,513	0,001	Significant
R Square	0,671				
F count	65,847			0,000	Significant

The R-Square value of 0.671 indicates that the three independent variables together are able to explain the variation in consumer purchasing decisions by 67.1%, while the remaining 32.9% is influenced by other variables that are not included in this study model. An F-value of 65.847 with a significance of 0.000 indicates that the regression model as a whole is significant and feasible to explain the simultaneous influence of the three digital marketing variables on consumer purchasing decisions.

Discussion

The Influence of Social Media Marketing on MSME Consumer Purchasing Decisions in Ambon City

The results of multiple regression analysis prove that social media marketing has a positive and significant effect on the purchasing decisions of MSME consumers in Ambon City, with the highest regression coefficient among the three independent variables, which is 0.387 and a t-value of 5.375 at a significance of 0.000. These findings confirm that the intensity and quality of marketing activities through social media platforms are the strongest determinants in shaping consumer purchasing decisions in the local MSME segment. This condition is in line with the reality of the digital ecosystem in Ambon City, where 48% of respondents stated Instagram as the main platform for interacting with local MSME products. This pattern confirms that authentic visual content, consistency of uploads, and two-way interaction between MSME actors and consumers through social media platforms are able to build trust and drive organic purchasing decisions. The implementation of digital marketing strategies through Instagram social media using the RACE framework has been proven to be able to expand audience reach, increase consumer interaction, and drive a significant increase in MSME sales [6]. Furthermore, the phenomenon of social commerce that is increasingly strengthening among young consumers in Ambon City has made social media not just a means of promotion, but has developed into a transaction channel and the formation of integrated brand trust. The application of digital marketing has been proven to be able to increase consumer buying interest which in turn directly has implications for increasing the purchase decision of MSME products at the local and regional levels [7]. This reality suggests that MSME actors in Ambon City need to prioritize resource investment in professional and planned social media management as a core marketing strategy that cannot be ignored.

The Influence of Paid Digital Advertising and Content Marketing Partially or Simultaneously on Purchase Decisions

The paid digital advertising variable showed a regression coefficient of 0.312 with a t-value of 3.852 and a significance of 0.000, which proves that there is a positive and significant partial influence on consumer purchase decisions. These findings indicate that planned and targeted online advertising activities are able to encourage MSME consumers in Ambon City to make faster purchase decisions. The working mechanism of paid digital advertising in shaping purchasing decisions operates through repeated exposure that builds consumer familiarity with the brand, followed by the formation of a perception of value that drives purchase intent. Active interaction on social media, personalization of digital ads, informative marketing content, and search engine optimization are key elements that significantly influence consumer buying behavior and decisions in today's digital era [8]. On the other hand, the content marketing variable showed a regression coefficient of 0.274 with a calculated t-value of 3.513 and a significance of 0.001, which also proved a significant partial influence. Although the content marketing coefficient was recorded as the smallest among the three variables, its influence was still statistically and substantively significant. Content that is informative, educational, and valuable to consumers has been proven to be able to shorten the alternative evaluation process in the purchase decision stage, especially for consumers who actively conduct product research online before deciding to buy. Simultaneously, the three digital marketing variables produced an F value of 65.847 with a significance of 0.000, which proves that the combination of social media marketing, paid digital advertising, and content marketing together has a strong and significant influence on the purchasing decisions of MSME consumers in Ambon City. The R Square value of 0.671 produced by this model is relatively strong in the context of consumer behavior research at the regional MSME level. Digital marketing strategies designed in an integrated and data-driven manner have proven to have a positive and significant effect on the purchasing decisions of MSME consumers, with social media and marketplaces as the most determinant elements in shaping consumer trust and interest [9]. These findings are also strengthened by evidence that marketing strategies have a positive and significant effect on the purchasing decisions of MSME consumers, where the application of digital platforms is able to strengthen the effects of each marketing dimension applied simultaneously (Novita, Suci, and Rahayu, 2024).

The Most Dominant Digital Marketing Variable on Purchase Decisions

Based on the comparison of the regression coefficient value and the t-value of the three independent variables, social media marketing proved to be the variable that had the most dominant influence on the purchase decisions of MSME consumers in Ambon City, with the highest coefficient of 0.387 and the largest t count of 5.375. The dominance of this variable reflects the fact that consumers in Ambon City are more exposed and influenced by social media content than paid advertising or written content in their purchase decision-making process. This has strategic implications that the allocation of digital marketing resources for MSMEs in Ambon City should be prioritized on developing social media management capacity, ranging from content planning, visual production, to online community management. Digital marketing that utilizes social media platforms is an effective means to convey product information, introduce brands to a wider audience, and increase sales turnover in a sustainable manner [10]. The findings regarding the dominance of social media are also in line with the pattern of digital adoption that occurs among MSMEs in various cities in Indonesia, where social media is consistently the most effective and affordable digital marketing tool. The use of effective and appropriate digital marketing strategies has a real effect on increasing product brand value and expanding market reach, especially for MSMEs operating in environments with limited marketing resources [11]. In addition, the limited understanding of MSME actors towards digital marketing is an obstacle that needs to be overcome through systematic education and mentoring programs so that all the potential of digital platforms can be utilized optimally [12]. Digital transformation that encourages a shift in consumer behavior from conventional channels to a digital ecosystem also needs to be responded to by Ambon City MSME actors by improving digital competence, building a cohesive brand identity in the digital space, and consistently presenting relevant and valuable content to their target market. In a broader context, factors such as the ease of use of the platform, the quality of product information presented, and the accuracy of prices communicated through digital channels also contribute indirectly to shaping consumer purchasing decisions for local MSME products [13]. The implementation of comprehensive and community-based digital marketing has also been proven to be able to significantly increase brand awareness, where a collaborative approach involving all stakeholders of the MSME ecosystem can make a real contribution to strengthening the regional economy in a sustainable manner [14].

5. Comparison

This study produced an R Square value of 0.671, which shows the contribution of explaining digital marketing variables to consumer purchase decisions of 67.1%. This figure is relatively higher than several previous studies that examined similar relationships in the context of MSMEs in Indonesia. A study conducted on MSMEs in Semarang City using linear regression analysis shows that digital marketing and entrepreneurial marketing significantly influence purchasing decisions, but with a more limited range of variables and not integrating the content marketing dimension as a separate construct [7]. Meanwhile, a study on Mak Epa Frozen Food MSMEs in Malang City proved the positive influence of marketing strategies on consumer purchase decisions, but found that the implementation of e-commerce did not play a significant moderator role in the relationship [15]. The fundamental difference in this research lies in the geographical context of the Eastern Indonesia region that has so far escaped academic attention, as well as in the analytical approach that integrates the three dimensions of digital marketing simultaneously in one comprehensive regression model.

The comparative advantage of this study is also seen in terms of the specificity of the local context of Ambon City, where consumer characteristics, digital infrastructure, and technology adoption patterns have their own peculiarities that distinguish them from the findings in Java. Previous research focusing on local Acehese products using Structural Equation Modelling found that trust had no significant effect on digital marketing, while ease of use and quality of information were the main determinants [13]. These findings are different from the results of a study in Ambon City that placed social media marketing as the dominant variable, which suggests that the characteristics of consumers between regions in Indonesia require a contextual approach to digital marketing and cannot be generalized uniformly. Thus, this research provides a measurable scientific contribution in the form of a digital marketing influence model that is specific to the context of MSMEs in the Eastern Indonesia region.

6. Conclusion

This study proves that social media marketing, paid digital advertising, and content marketing partially or simultaneously have a positive and significant effect on the purchasing decisions of MSME consumers in Ambon City, with an R Square of 0.671. Social media marketing proved to be the most dominant variable with a regression coefficient of 0.387. These findings support the research hypothesis while filling the empirical gap regarding the effectiveness of digital marketing strategies in Eastern Indonesia. The practical implication is that MSME actors and the local government of Ambon City need to prioritize strengthening digital capacity, especially professional social media management. The limitations of this study include the limited sample coverage of Ambon City and the exclusion of moderation variables such as digital trust. The next research is suggested to expand the study area to all Maluku Provinces and consider the variables of consumer loyalty and digital brand image.

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