Multitech Journal of Science and Technology (MJST)
Vol.3, No.10, 2026:1247-1252

The Influence of Digital Marketing, Packaging Innovation, and Distribution Channels on the Purchase Decisions of Bapak Nane's Palm Sugar Products in Negeri Tuhaha

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A R T I C L E I N F O

Keywords: Digital Marketing, Packaging Innovation, Distribution Channels, Purchase Decisions, Brown Sugar

Received : 5 August
Revised : 20 September
Accepted: 20 October

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A B S T R A C T

This study aims to analyze the influence of digital marketing, packaging innovation, and distribution channels on the purchasing decisions for Bapak Nane's Brown Sugar products in Negeri Tuhaha. The research uses a quantitative approach with a causal associative method. The sample consists of 110 respondents who have ever purchased or consumed Bapak Nane's Brown Sugar products, selected using purposive sampling. Primary data was collected through a Likert-scale questionnaire and analyzed using descriptive statistics, instrument quality tests, classic assumption tests, multiple linear regression, t-tests, and the coefficient of determination with the help of SPSS 26. The results show that digital marketing has a positive and significant effect on purchase decisions (B = 0.285; t = 3.012; p = 0.003). Packaging innovation has a positive coefficient but does not have a significant effect (B = 0.047; t = 0.384; p = 0.702). Distribution channels have a positive and significant effect (B = 0.401; t = 3.985; p < 0.001) and are the most dominant variable based on the standardized beta coefficient (β = 0.345). The model has an R^2 of 0.261, which means the three variables explain 26.1% of the variation in purchase decisions. These findings highlight the importance of strengthening digital marketing and easy access to distribution, while packaging innovation has not been proven to have a significant impact in this study

DOI: https://doi.org/10.59890/mjst.v3i10.1
E-ISSN: 3089-9966
https://journalmjst.my.id/index.php/mjst/index

INTRODUCTION

The development of information technology has expanded the ways businesses market their products, deliver information, and build communication with consumers. Digital marketing allows businesses to reach consumers through digital media, while packaging serves to protect the product as well as convey the product's identity and information. On the other hand, distribution channels play a role in ensuring that products can be obtained by consumers at the right place and time (Chaffey & Chadwick, 2019; Kotler & Keller, 2016; Kotler & Armstrong, 2018). These three aspects can potentially influence purchasing decisions, but their contribution may vary depending on the characteristics of the product and its consumers.

The research subject is Mr. Nane's Brown Sugar MSME, located in Negeri Tuhaha, East Saparua District, Central Maluku Regency. This business processes palm sap into molded brown sugar using traditional methods. The products are packaged in simple plastic and sold through channels available to the business. The sales data included in the thesis show that actual sales decreased from 3,020 units in 2023 to 2,948 units in 2024 and 2,790 units in 2025. In 2025, this figure was 90 units below the annual target of 2,880 units, with total sales of IDR 76,725,000. This situation serves as a backdrop to test whether digital marketing, packaging innovation, and distribution channels affect purchasing decisions. This study examines all three variables together in the context of traditional food products from SMEs in Negeri Tuhaha. The purpose of the research is to analyze the influence of each of these variables on the purchasing decisions of Mr. Nane's Palm Sugar products.

LITERATURE REVIEW

Digital marketing is understood as the use of technology and digital platforms to deliver information, interact with consumers, raise product awareness, and drive sales (Chaffey & Chadwick, 2019). In this study, digital marketing is measured in terms of accessibility, interactivity, entertainment, credibility, and informativeness.

Packaging innovation is about developing packaging elements that protect the product and help convey the product's identity and information. The indicators of packaging innovation in this study include color, packaging material, and packaging design (Rukmana, 2022).

Distribution channels are networks or paths that deliver products from producers to end consumers. Proper distribution can make it easier for consumers to get products (Kotler & Armstrong, 2018; Tjiptono, 2019). A purchasing decision is the consumer's choice to select and buy a product after considering the available information and alternatives. Based on the conceptual framework in the thesis, the research hypotheses are formulated as follows: H1: digital marketing affects purchasing decisions; H2: packaging innovation affects purchasing decisions; H3: distribution channels affect purchasing decisions.

METHODOLOGY

This study uses a quantitative approach with a causal associative method. The research location is Mr. Nane's Brown Sugar SME in Negeri Tuhaha, Central Maluku Regency. The data analyzed are primary data collected through questionnaires from consumers who have purchased or consumed the product.

The sample consisted of 110 respondents and was selected using purposive sampling. The questionnaire used a five-point Likert scale, from 1 (strongly disagree) to 5 (strongly agree). The independent variables included digital marketing (X1), packaging innovation (X2), and distribution channels (X3), while the dependent variable was purchase decision (Y).

The analysis was done using SPSS 26. The analysis steps included validity and reliability tests, classic assumptions (normality, multicollinearity, and heteroscedasticity), multiple linear regression, t-test to test partial effects, and the coefficient of determination. The regression model was formulated as $Y = \alpha + \beta1X1 + \beta2X2 + \beta3X3 + e$.

RESULTS AND DISCUSSION

Instrument Testing and Assumptions

The reliability test in the thesis reported a Cronbach's alpha value of 0.646 for digital marketing, 0.624 for packaging innovation, 0.626 for distribution channels, and 0.736 for purchase decisions. These values are above the 0.60 threshold used in the thesis. The Kolmogorov–Smirnov test yielded a statistic of 0.110 and a Monte Carlo significance of 0.125, so the residuals are considered to meet the normality assumption. The tolerance values for digital marketing, packaging innovation, and distribution channels are 0.800, 0.842, and 0.930, respectively, while the VIF values are 1.250, 1.188, and 1.075. The scatterplot check in the thesis also showed no signs of heteroscedasticity.

Regression Analysis and Hypothesis Testing

The results of the multiple linear regression produced the following equation:

$Y = 8.454 + 0.285X_1 + 0.047X_2 + 0.401X_3 + e$

Note: The thesis reports a significance of 0.000; in scientific reporting, this value can be written as $p < 0.001$ because 0.000 is the rounding from software output.

Table 1. Regression Analysis and Hypothesis Testing

Variabel	B	Beta terstandar	t	Say.	Verdict
Constant	8,454	—	3,526	0,001	—
Digital marketing (X1)	0,285	0,281	3,012	0,003	Positive and significant
Packaging innovation (X2)	0,047	0,035	0,384	0,702	Insignificant
Distribution channel (X3)	0,401	0,345	3,985	0,000*	Positive and significant

Digital marketing has a regression coefficient of 0.285 with t = 3.012 and p = 0.003. Since the significance value is less than 0.05, H1 is supported. These results show a positive relationship between digital marketing assessment and purchasing decisions among the research respondents. This finding is consistent with the explanation that access to digital information and communication can support consumers in considering purchases.

Packaging innovation has a coefficient of 0.047, t = 0.384, and p = 0.702. Since the significance value is greater than 0.05, H2 is not supported. Thus, this research did not find enough statistical evidence that packaging innovation affects purchasing decisions in the studied subjects. This non-significant result doesn't mean that packaging has no function, but its influence on purchasing decisions was not statistically proven in this research model and sample.

The distribution channel has a coefficient of 0.401, t = 3.985, and a reported significance of 0.000 ($p < 0.001$). Therefore, H3 is supported. The standardized beta coefficient for the distribution channel is 0.345, which is the highest compared to digital marketing (0.281) and packaging innovation (0.035), making the distribution channel the most dominant variable in the model based on the standardized beta. This finding highlights the importance of easy access and product availability for purchasing decisions.

Coefficient of Determination

An R^2 value of 0.261 shows that digital marketing, packaging innovation, and distribution channels together explain 26.1% of the variation in purchasing decisions in the model. The remaining 73.9% of the variation is not explained by these three variables and may be related to other factors outside the model, which were not tested in this study. This value indicates that the model explains part of the variation in purchasing decisions, but there is still room for other variables to be investigated.

Table 2. Coefficient of Determination

R	R^2	Adjusted R^2	Std. Error of Estimate
0,511	0,261	0,240	1,604

Implications

Based on the research results, Mr. Nane's Brown Sugar MSME can prioritize using digital marketing to provide product information that is easy to find, clear, and trustworthy. Strengthening distribution channels is also worth prioritizing, especially for maintaining product availability and ease of access. Packaging innovation can still be done gradually to support product protection and product identity, but this study did not show a significant impact of packaging innovation on purchasing decisions. These recommendations are limited to the findings of this research model and do not claim that other factors are unimportant.

CONCLUSIONS AND RECOMMENDATIONS

Research on 110 respondents showed that digital marketing has a positive and significant effect on the purchasing decisions for Bapak Nane's Brown Sugar products in Negeri Tuhaha. Packaging innovation has a positive coefficient but doesn't have a significant effect. Distribution channels have a positive and significant impact and are the most dominant variable based on the standardized beta coefficient. An R^2 value of 0.261 indicates that the three variables in the model explain 26.1% of the variation in purchasing decisions.

Practically, these results suggest strengthening digital marketing communication and distribution channels, while packaging updates can be done as a supporting effort. This study is limited to one MSME, with a purposive sample of 110 respondents, and three independent variables. Future research can consider other factors mentioned in the thesis, such as price, product quality, brand image, promotion, or consumer trust.

FURTHER STUDY

This study still has some limitations, so more research on the topic of The Influence of Digital Marketing, Packaging Innovation, and Distribution Channels on the Purchase Decisions of Bapak Nane's Palm Sugar Products is needed to improve this study and give more insights to the writer and readers.

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