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Article

The Impact Of Digital Marketing, Brand Image And Relationship Marketing On Interest In Buying Rog Products (Republic Of Gamers) Bengkulu City

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Abstract: The aim of this research is to determine the influence of digital marketing, brand image and relationship marketing on purchasing interest (Y) for ROG (Republic of Gamers) products in Bengkulu City. This type of research is a type of association research. The data collection method in this research used a questionnaire technique, with a sample of 105 respondents. The research results show that multiple linear regression $Y = 0.115 + 0.544 X1 + 0.212 X2 + 0.243 = 0.110$. Where the coefficient is positive, meaning that there is a positive or unidirectional relationship between the variables digital marketing (X1), brand image (X2) and relationship marketing (X3) the value is 0 (zero), then the interest in buying (Y) ROG (Republic of Gamers) City products Bengkulu. The results of the research show that the digital marketing test (XI) shows tcount $11.102 >$ ttable 1.659 and significance $0.000 < 0.05$, so the results of the Ha hypothesis are accepted and Ho is rejected, meaning digital marketing (XI) has a positive and significant effect on interest in buying ROG products (Republic of Gamers) Bengkulu City. The results of the brand image test (X2) show tcount $5.356 >$ ttable 1.659 and significance $0.000 < 0.05$, so the results of the Ha hypothesis are accepted and Ho is rejected, meaning brand image (X2) has a positive and significant effect on interest in buying ROG (Republic of Gamers) Bengkulu City. The results of the relationship marketing test (X3) show tcount $5.458 >$ ttable 1.659 and significance $0.000 < 0.05$, so the results of the hypothesis Ha are accepted and Ho is rejected, meaning relationship marketing (X3) has a positive and significant effect on interest in buying ROG (Republic of Gamers) Bengkulu City. As a result of comparing the Fcount value with Ftable, the Fcount value is greater than the Ftable value, namely $11.7515 > 3.09$ so it is concluded that the hypothesis is accepted, meaning that there is a simultaneous influence between digital marketing (XI), brand image (X2) and relationship marketing (X3) on Interested in buying ROG (Republic of Gamers) Bengkulu City products. This can be seen at the significance level of $0.000 < 0.05$.

Keywords: Digital Marketing, Brand Image, Relationship Marketing, Purchase Interest

1.   Introduction

The development of information technology today greatly supports people engaged in various activities in the business world. People utilize technological advances to increase profits and sales through online product marketing. The most common problem in the business world is the lack of business knowledge. With the latest technology to communicate with consumers, business people must adapt now to the development of the digital world in order to determine the right promotional media for goods and services products, so that they can be better understood by the wider community and improve brand image that can influence consumer buying interest decisions. Every company, in order to survive in the face of competition, is expected to develop a marketing strategy in the form of digital marketing.

Digital marketing in general as an activity to market goods or services that are targeted, measurable, and interactive through digital technology. According to Fadhli and Pratiwi (2021: 11), digital marketing is a way for companies to market and promote their products or services. Digital marketing is a company business strategy that is expected to have an impact on financial, non-financial benefits. It is intended that the company can survive in the industry, in achieving the company's long-term goals, because online or electronically based marketing strategies can be carried out through digital marketing

However, for the use of digital marketing, some people do not understand widely, because digital marketing is only among certain circles, such as young people, students and students. While some parents are not familiar with the use of digital marketing, they only shop offline or directly to the store.

From the above view, that digital marketing is a form of effort to promote companies or goods or services in order to form preferences in marketing their products by utilizing digital technology through one or more forms of electronic media that exist today. But in digital marketing, of course, recognize the products that will be offered, such as brands or brand images in attracting consumer buying interest.

Brand image is one of the elements that influence buying interest. Brand image is part of the assumption about the brand reflected by consumers who hold on to consumer memories of a product to be purchased. According to Keller (2020: 76), brand image is the perception of a brand as reflected by brand associations in consumers' memories. Brand imege is a name, symbol, sign, or design to be used as the identity of the maker or seller of a good and service that is owned to distinguish it from other products. Technology, especially computers or laptops, is one of the means to facilitate human tasks. The presence of computers and laptops allows humans to do many things such as storing files digitally, math calculations, writing letters, presentations, and playing games. Therefore, owning a computer or laptop has become an obligation for mankind today.

As science develops, the shape and specifications of laptops can outperform computers, so the use of laptops is more comprehensive than computers. Flexibility and effectiveness are one of the reasons consumers prefer laptops. Laptop purchases often consider the brand image of a brand image. The better the brand image of a brand, the more consumers tend to choose the brand, such as the Asus ROG (Republic of Gamers) laptop brand or brand. Asus ROG series laptop products offer high specifications, especially for playing games. Asus laptop is a brand image that is quite responsive and sensitive to the needs of its consumers in consumer buying interest. According to Keller (2020: 76), brand image is the perception of a brand as reflected by brand associations in consumers' memories. So, brand image is a consumer's understanding of a brand as a whole with beliefs and views of a brand. Brand image can influence consumer buying interest because a brand image that has quality is already embedded. In Bengkulu City, the recognition of Asus ROG (Republic of Gamers) laptop brand products is quite expressive. Where these products are a necessity for people in business, such as in the world of printing. Because products that have high specifications really help their performance. In connection with various related products and services. Relationship marketing, then, is building relationships and long-term bonds between producers, consumers, and other actors based on common interests and shared values or what is called relationship marketing.

However, the need for ROG (Republic of Gamers) products offered has decreased slightly, due to many other product brands such as Acer, Toshiba and so on. So, companies must build marketing relationships or relationship marketing. Because, relationship marketing as an effort to build sustainable relationships with consumers related to various related products and services. Relationship marketing is a process for creating, maintaining and enhancing strong relationships with customers and other

stakeholders. According to Kotler & Keller in Nuraryo (2019: 19) relational marketing or relationship marketing was first defined as a form of developing marketing campaign activities that emphasize customer satisfaction and retention. The concept of relational marketing or relationship marketing is a way to manage and maintain customer relationships.

So, relationship marketing is part of maintaining a strong, mutually beneficial relationship between goods providers and customers that can build repeat transactions and create customer loyalty for buying interest in ROG (Republic of Gamers) products.

Purchase interest in ROG (Republic of Gamers) products arises from a person's psychological or behavioral activities in the form of stimuli and thoughts towards a new product. Because. Products with strong brands have a superior ability to create preferences in consumer decisions to buy these products. According to Sutanto (2019: 10) states that purchase interest is a stimuli that appears to potential consumers when they see a product, from this stimuli, consumers have an interest and desire to buy the product. So, purchase interest can be considered as a measurement of the likelihood of consumers buying a particular product, where high purchase interest will have an impact on the possibility of a large enough consumer decision.

ROG products usually occur to those who need it in the form of a business, such as a printing business. In addition, ROG (Republic of Gamers) products can be in demand by people who usually play games, because they require high specifications or have sufficient capacity. For this reason, ROG (Republic of Gamers) products have limitations for their owners, because these products are quite expensive and can be used by only a few people. In Bengkulu city, based on the results in the field, that users of the ROG (Republic of Gamers) version of Asus laptops have limited users, besides the price is expensive, the specifications are not easy to have.

2. Materials and Methods

This type of research is an associative type of research. According to Sugiyono (2019: 65) associative research is a formulation of research problems that asks about the relationship between two or more variables. In this study, the associative research strategy is used to identify the extent of the influence of variable X (independent variable) consisting of digital marketing (X1), brand image (X2), relationship marketing (X3) on variable Y, namely purchase intention (dependent variable), both partially and simultaneously.

3. Results and Discussions
Validity Test
The results of testing the validity of the research indicators, as in the following table:

Table 1. Results Of Testing The Validity

No	Statement Item	R-table	R-count	Description
Digital Marketing (**X₁**)				
1	P1	0,1918	0,937	Valid
2	P2	0,1918	0,794	Valid
3	P3	0,1918	0,937	Valid
4	P4	0,1918	0,794	Valid
5	P5	0,1918	0,794	Valid
6	P6	0,1918	0,670	Valid
7	P7	0,1918	0,603	Valid
8	P8	0,1918	0,937	Valid
9	P9	0,1918	0,926	Valid
10	P10	0,1918	0,768	Valid
11	P11	0,1918	0,531	Valid
12	P12	0,1918	0,794	Valid

13	P13	0,1918	0,932	Valid
14	P14	0,1918	0,466	Valid
15	P15	0,1918	0,937	Valid
16	P16	0,1918	0,937	Valid

Brand Image (X_2)

1	P1	0,1918	0,937	Valid
2	P2	0,1918	0,797	Valid
3	P3	0,1918	0,937	Valid
4	P4	0,1918	0,797	Valid
5	P5	0,1918	0,797	Valid
6	P6	0,1918	0,660	Valid
7	P7	0,1918	0,597	Valid
8	P8	0,1918	0,937	Valid
9	P9	0,1918	0,937	Valid
10	P10	0,1918	0,771	Valid
11	P11	0,1918	0,529	Valid
12	P12	0,1918	0,797	Valid
13	P13	0,1918	0,937	Valid
14	P14	0,1918	0,488	Valid
15	P15	0,1918	0,937	Valid
16	P16	0,1918	0,937	Valid

Relationship Marketing (X_3)

1	P1	0,1918	0,938	Valid
2	P2	0,1918	0,794	Valid
3	P3	0,1918	0,938	Valid
4	P4	0,1918	0,794	Valid
5	P5	0,1918	0,794	Valid
6	P6	0,1918	0,664	Valid
7	P7	0,1918	0,606	Valid
8	P8	0,1918	0,938	Valid
9	P9	0,1918	0,938	Valid
10	P10	0,1918	0,772	Valid
11	P11	0,1918	0,527	Valid
12	P12	0,1918	0,794	Valid
13	P13	0,1918	0,938	Valid
14	P14	0,1918	0,422	Valid
15	P15	0,1918	0,938	Valid
16	P16	0,1918	0,938	Valid

Purchase Intention (Y)

1	P1	0,1918	0,937	Valid
2	P2	0,1918	0,796	Valid
3	P3	0,1918	0,937	Valid
4	P4	0,1918	0,796	Valid
5	P5	0,1918	0,796	Valid
6	P6	0,1918	0,667	Valid
7	P7	0,1918	0,603	Valid
8	P8	0,1918	0,937	Valid
9	P9	0,1918	0,937	Valid
10	P10	0,1918	0,672	Valid
11	P11	0,1918	0,531	Valid
12	P12	0,1918	0,796	Valid

13	P13	0,1918	0,937	Valid
14	P14	0,1918	0,463	Valid
15	P15	0,1918	0,937	Valid
16	P16	0,1918	0,937	Valid

So, based on table 1 above, it can be seen that of the 64 research indicators, all indicators of the validity level are in accordance with the criteria proposed in this study, namely indicators X1 (Digital Marketing),X2 (Brand Image), X3 (Relationship) and Y Purchase Interest. If Rhitung is positive and Rhitung> Rtabel, then the variable is valid, and if Rhitung is not positive and Rhitung < Rtabel then the variable is invalid. So after testing the results of the validity test in this study have a value and Rhitung> Rtabel, so the indicators used in this study are valid and can be used as research and answer the objectives of this study from variables X1 (Digital Marketing),X2 (Brand Image), X3 (Relationship) and Y Purchase Interest, namely knowing the effect of digital marketing, brand image, relationship on buying interest in ROG (Republic of Gamers) products Bengkulu City.

Realiability Test

Table 2. Reliability Statistics X_1

Reliability Statistics X_1	
Cronbach's Alpha	N of Items
.769	16

From table 2. Shows the results of SPSS digital marketing output known Cronbach Alpha value of 0.769> 0.06, so it can be concluded that the statement that has been given to respondents consisting of 16 statement items on digital marketing variables is reliable or said to be reliable.

Table 3. Reliability Statistics X_2

Reliability Statistics X_2	
Cronbach's Alpha	N of Items
.760	16

From table 3. Shows the results of SPSS Brand Image output, it is known that the Cronbach Alpha value is 0.760> 0.06, so it can be concluded that the statement that has been given to respondents consisting of 16 statement items on the Brand Image variable is reliable or said to be reliable.

Table 4. Reliability Statistics X_3

Reliability Statistics X_3	
Cronbach's Alpha	N of Items
.763	16

From table 4. Shows the results of SPSS Relationship output, it is known that the Cronbach Alpha value is 0.763> 0.06, so it can be concluded that the statements that have been given to respondents consisting of 16 statement items on the Relationship variable are reliable or said to be reliable.

Table 5. Reliability Statistics Y

Reliability Statistics Y	
Cronbach's Alpha	N of Items
.764	16

From table 5. Shows the results of the SPSS output of buying interest known Cronbach Alpha value of 0.764> 0.06, so it can be concluded that the statement that has

been given to respondents consisting of 16 statement items on the purchase interest variable is reliable or said to be reliable.

Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression Test Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.115	.110		1.051	.296
	Digital Marketing	.544	.049	.545	11.102	.000
	Brand Image	.212	.040	.213	5.356	.000
	Relationship	.243	.045	.242	5.458	.000
a. Dependent Variable: Purchase Intention						
Source: Output SPSS .26						

From the table above, the regression equation can be made:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

Description:

Y = Purchase Interest

a = Constant

b1b2 b3 = Regression coefficient

X1 = Digital marketing

X2 = Brand image

X3 = Relationship marketing

e = error

$$Y = 0.115 + 0.544 \, X1 + 0.212 \, X2 + 0.243 \, X3 + 0.110$$

From the description of the linear regression model above are:

a. The constant value shows a value of 0.115, meaning that if the value of the independent variable (free) is zero, the dependent variable (bound) is 0.115. In this study, if the effect of digital marketing, brand image and relationship marketing is 0 (zero), then the purchase intention of ROG (Republic of Gamers) products in Bengkulu City is 0.115%.

b. The regression coefficient value of the digital marketing variable (b1) = 0.544 means that the digital marketing variable has a positive positive effect on buying interest in ROG (Republic of Gamers) products in Bengkulu City. This means that if the digital marketing value is increased by 0.1 units, then digital marketing will increase by 0.544 units assuming other independent variables remain.

c. The regression coefficient value of the brand image variable (b2) = 0.212 means that the brand image variable has a positive positive effect on buying interest in ROG (Republic of Gamers) products in Bengkulu City.This means that if the brand image value is increased by 0.1 units, the brand image will increase by 0.212 units assuming other independent variables remain.

d. The regression coefficient of 0.212 means that if the brand image variable is 0 (no value), then the purchase intention will increase by 0.212. The coefficient is positive, meaning that there is a positive or unidirectional relationship between brand image and buying interest in ROG (Republic of Gamers) products in Bengkulu City.

e. The regression coefficient of 0.243 means that if the relationship variable is 0 (no value), then the purchase intention will increase by 0.243. The coefficient is positive, meaning that there is a positive or unidirectional relationship between relationship and buying interest in ROG (Republic of Gamers) products in Bengkulu City.

Based on the description above, it can be concluded that the constant value of 0.115 means that if the variables Digital Marketing (X1), Brand Image (X2), Relationship (X3), and Purchase Interest (Y) will remain 0.115 there is a significant effect.

Table 7. Determination Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.950a	0.954	0.957	.15860

a. Predictors: (Constant), *Digital Marketing* (X1), *Brand Image* (x2), *Relationship Marketing* (x3)

b. Dependent Variable: Purchase Intention (Y)

T-Test

Table 8. Result T-Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.115	.110		1.051	.296
	Digital marketing (X1)	.544	.049	.545	11.102	.000
	Brand image (X2)	.212	.040	.213	5.356	.000
	Relationship marketing (X3)	.243	.045	.242	5.458	.000

a. Dependent Variable: Purchase Intention

F-Test

Table 9. Result F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8867.688	3	2955.896	11.7515.456	.000b
	Residual	2.540	101	.025		
	Total	8870.229	104			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), digital marketing (XI), brand image (X2) dan relatiionship marketing

4. Discussion

The Effect of Digital Marketing on Buying Interest in ROG (Republic of Gamers) Products Bengkulu City

The results showed that the digital marketing test (XI) showed tcount 11.102> ttable 1.659 and sigfinication 0.000 <0.05, then the results of the hypothesis Ha is accepted and Ho is rejected, meaning that digital marketing (XI) has a positive and significant effect on buying interest in ROG products (Republic of Gamers) Bengkulu City. This means that the hypothesis is accepted.

According to Fadhli and Pratiwi (2021: 11), digital marketing is a way for a company to market and promote the products or services they have. So, digital marketing helps create consumer demand by using the power of the interactive web that is interconnected to the buying interest of ROG (Republic of Gamers) products in Bengkulu City.

These results are also supported by previous research by Madya Rahardo Suprapto (2019) showing that partial digital marketing has an impact on buying interest in Asus ROG (Republic Of Gamer) Laptops ", (Case Study on Surakarta Muhammadiyah University Students). Thus, digital marketing as an online or electronic-based marketing strategy can influence buying interest in ROG (Republic of Gamers) products in Bengkulu City.

The Effect of Brand Image on Buying Interest in ROG (Republic of Gamers) Products Bengkulu City

The results showed that the brand image test (X2) showed tcount 5.356> ttable 1.659 and sigfinication 0.000 <0.05, then the results of the hypothesis Ha is accepted and Ho is rejected, meaning that brand image (X2) has a positive and significant effect on buying interest in ROG products (Republic of Gamers) Bengkulu City. This means that the hypothesis is accepted. According to Keller (2020: 76) says that brand image is the perception of a brand as reflected by brand associations that exist in consumers' memories.

These results are also supported by previous research by Yoshua P. Rajagukguk (2021) the results of the t test between (brand image) and Y (purchase intention) show tcount = 5.425. Meanwhile, the t table for (α = 0.05; number of samples = 120) is 1.980. Because the tcount is greater than the ttable, namely 5.425 greater than 1.980 or the sig value (0.03) < than α = 0.05, the influence with Y (purchase interest) Laptop Asus ROG in Malang.

Thus, brand image is a name, symbol, sign, or design to be used as the identity of the maker or seller of an item that is owned by the purchase interest in ROG (Republic of Gamers) products in Bengkulu City.

The Effect of Brand Image on Buying Interest in ROG (Republic of Gamers) Products Bengkulu City

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Thus, brand image is a name, symbol, sign, or design to be used as the identity of the maker or seller of an item that is owned by the purchase interest in ROG (Republic of Gamers) products in Bengkulu City.

The Effect of Relationship Marketing on Buying Interest in ROG (Republic of Gamers) Products Bengkulu City

The results showed that the relatiionship marketing (X3) test showed tcount 5.458> ttable 1.659 and sigfinication 0.000 <0.05, then the results of the hypothesis Ha is accepted and Ho is rejected, meaning that relatiionship marketing (X3) has a positive and significant effect on buying interest in ROG products (Republic of Gamers) Bengkulu City.

According to Kotler & Keller in Nuraryo (2019: 19) relational marketing or relationship marketing was first defined as a form of developing marketing campaign activities that emphasize customer satisfaction and retention.

These results are also supported by previous research by Rizki Azkia Am (2021) the results of tests that have been carried out that the relationship marketing variable is among the largest influences, namely 1.075, so it can be interpreted that when relationship marketing increases by one unit, consumer buying interest also increases by 1.075 assuming other independent variables are considered constant.

Thus relationship marketing explains that to improve the close relationship between customers and the company can be done by making customers who were initially indifferent become loyal to the buying interest in ROG (Republic of Gamers) products Bengkulu City.

The Effect of Digital Marketing, Brand Image and Relationship Marketing on Buying Interest in ROG (Republic of Gamers) Products Bengkulu City

Based on the results of comparing the Fcount value with Ftable, the Fcount value is greater than the Ftable value, namely 11.7515> 3.09, it is concluded that accepting the hypothesis, meaning that there is a simultaneous influence between digital marketing (XI), brand image (X2) and relatiionship marketing (X3) on buying interest in ROG products (Republic of Gamers) Bengkulu City. This can be seen at a significance level of 0.000 <0.05.

These results are also supported by previous research by Jotha Scorda (2023), Madya Rahardo Suprapto (2019) Yoshua P. Rajagukguk (2021) which shows that simultaneously the digital marketing variable (XI), brand image (X2) and relatiionship marketing (X3) have a positive effect on buying interest in ROG (Republic of Gamers) products.

Thus, the results of the simultaneous test have an influence between digital marketing (XI), brand image (X2) and relatiionship marketing (X3) positively and significantly on the purchase intention of ROG (Republic of Gamers) products in Bengkulu City.

Impact of Digital Marketing, Brand Image and Relationship Marketing on Buying Interest in ROG (Republic of Gamers) Products Bengkulu City

The impact of digital marketing has a positive influence on Buying Interest in ROG Products (Republic of Gamers) Bengkulu City, because digital marketing is a marketing activity that in the process of achieving its marketing goals, utilizes the internet and digital technology. This marketing strategy can be carried out in creating consumer demand by using the power of an interconnected interactive web. Then the impact of brand image which is the perception of a brand, as reflected by brand associations in consumers' memories. Therefore, consumers' understanding of a brand as a whole remembers a brand from a certain product line, especially the brand image of ROG (Republic of Gamers) Products which has long been recognized by the community, both in Bengkulu City (Indonesia) and abroad. Furthermore, the impact of relationship marketing which is the process of creating, maintaining and enhancing strong relationships with customers and other stakeholders. Because, this relationship

marketing serves to maintain a strong and mutually beneficial relationship between service providers and customers towards buying interest in ROG (Republic of Gamers) products in Bengkulu City.

5. Conclusion

The research titled "The Effect of Digital Marketing, Brand Image, and Relationship Marketing on the Purchase Intention of ROG (Republic of Gamers) Products in Bengkulu City" concludes the following:

1. Digital Marketing (X1) Test Results: The t-statistic of 11.102 is greater than the t-table value of 1.659, and the significance level of 0.000 is less than 0.05. This means the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, indicating that digital marketing (X1) has a positive and significant effect on the purchase intention of ROG products in Bengkulu City. This confirms that digital marketing, as an online or electronic marketing strategy, can influence consumers' purchase intentions for ROG products in Bengkulu City.

2. Brand Image (X2) Test Results: The t-statistic of 5.356 is greater than the t-table value of 1.659, and the significance level of 0.000 is less than 0.05. Thus, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, showing that brand image (X2) has a positive and significant effect on the purchase intention of ROG products in Bengkulu City. This indicates that brand image, which includes the name, symbol, mark, or design representing a company or product, plays a key role in shaping purchase intentions for ROG products in Bengkulu City.

3. Relationship Marketing (X3) Test Results: The t-statistic of 5.458 is greater than the t-table value of 1.659, and the significance level of 0.000 is less than 0.05. Therefore, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, suggesting that relationship marketing (X3) positively and significantly influences the purchase intention of ROG products in Bengkulu City. This implies that relationship marketing is instrumental in fostering stronger customer relationships with the company, thus enhancing purchase intentions.

4. F-Statistic Comparison: The calculated F-value of 11.7515 is greater than the F-table value of 3.09. This indicates that the hypothesis is accepted, meaning there is a simultaneous effect of digital marketing (X1), brand image (X2), and relationship marketing (X3) on the purchase intention of ROG products in Bengkulu City. The significance level of 0.000 confirms this finding, which is less than 0.05.

5. Overall Impact of Digital Marketing, Brand Image, and Relationship Marketing: The combined effect of digital marketing, brand image, and relationship marketing on the purchase intention of ROG products in Bengkulu City is positive. Digital marketing, in particular, targets individuals who actively choose or visit specific websites, enabling them to receive information about the product, whether in terms of brand or collaborative marketing efforts

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