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The Influence of Google Ads and Google Maps on Purchase Decisions at Bakso Royal Surabaya

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Abstract

The food and beverage industry is one of the most competitive sectors, compelling business players to leverage digital technologies like Google Ads and Google Maps to boost sales. This study aims to analyse the influence of Google Ads and Google Maps on consumer purchase decisions at Bakso Royal Surabaya. A quantitative approach was employed using surveys as the data collection technique, involving 99 respondents selected through purposive sampling. Multiple linear regression analysis results indicate that both Google Ads and Google Maps significantly influence purchase decisions, both partially and simultaneously, with a significance value of 0.000 ($p < 0.05$) for each. The regression coefficient values reveal that Google Maps has a greater impact than Google Ads in influencing purchase decisions. The coefficient of determination test yielded an R^2 value of 0.513, meaning 51.3% of the variation in purchase decisions is influenced by these two variables, while the remaining 48.7% is affected by other factors. These findings suggest that integrating digital strategies through Google Ads and Google Maps can effectively enhance business visibility and appeal, thereby positively impacting consumer purchase decisions. This study provides valuable insights for business players to optimise digital technologies to improve their competitive edge.

Keywords: Google Ads, Google Maps, Purchase Decisions, Digital Marketing, Bakso Royal

Introduction

The food and beverage (F&B) industry is one of the domains significantly influenced by ongoing changes and their subsequent effects. Rising individual income levels have driven sales expansion alongside increased spending on food and beverages, particularly among the growing middle-class consumer demographic. As a result, this sector also demonstrates high ambition among local companies, which have successfully evolved into leading global exporters (Sari & Dewi, 2022).

Cited in an article on Indonesia.go.id, the food and beverage industry recorded remarkable export performance, reaching USD 41.70 billion in 2023 (Waluyo, 2024). Lifestyle transformations in Indonesia's urban centres largely align with prevailing market trends, where individuals working in office environments have less time available for culinary preparation or exhibit reduced enthusiasm for engaging in such activities (Sari & Dewi, 2022). Residents of metropolitan cities like Surabaya spend more time outside their homes than in them. During their leisure time, they tend to visit malls or relaxing places such as cafes, restaurants, and locations that offer facilities for taking a short break (Wijayanto & Iriani, 2013). Demonstrating appreciation for the availability of high-quality, nutritious, and diverse culinary options, modern consumers prioritise additional factors such as aesthetic appeal, presentation effectiveness, and reasonable pricing. Culinary offerings are increasingly viewed not merely as necessities but as expressions of lifestyle and personal identity. In contemporary society, enjoying trending culinary experiences does not require excessive spending, as numerous affordable food and dining options are available. A prime example is the widely beloved *bakso* (meatball dish), which has maintained its legendary status across generations.

Amid increasingly intense competition in the food sector, businesses must continuously innovate to maintain and enhance their competitiveness. The dynamic shifts in consumer behaviour demand a deep understanding of the factors influencing their purchase decisions. One approach that can be employed is leveraging digital technology such as Google Ads, which allows businesses, including Bakso Royal, to reach their target market more effectively through relevant and personalised advertisements. Bakso Royal can increase its product visibility and attract potential customers by appearing in consumer search results. Additionally, Google Maps plays a crucial role in helping customers quickly locate Bakso Royal outlets.

Bakso Royal, known for its various delicious *bakso* flavours, has attracted the attention of *bakso* and fast food enthusiasts. The uniqueness and innovative flavours offered provide a satisfying culinary experience for its customers. This has become one of the key factors in building customer trust. Strong trust in the quality of the products and services can foster customer loyalty, where they make repeat purchases and recommend the product to others. Therefore, studying the extent to which the use of Google Ads and Google Maps influences Bakso Royal's sales is a strategic step to ensure that the marketing strategies implemented effectively meet consumer needs and preferences. A deeper understanding of the impact of this digital technology will also help Bakso Royal optimise its marketing strategies in the future, allowing it to continue competing effectively.

Google Ads represents a digital marketing paradigm that utilises Google's online advertising infrastructure to display ads to potential Internet users. Google Ads enables businesses or marketers to design and customise advertisements based on specific keywords that users request in Google search queries (Syaputra & Hasbi, 2024). With Google Ads, marketers can create and customise targeted ads based on specific keywords that users search for in Google search. For example, when a user types keywords like "best *bakso* in city X" or "bakso with various flavours," the search will directly lead to Bakso Royal.

Google Maps helps buyers or customers quickly locate small and medium-sized enterprises (SMEs). With the availability of Google Maps, sales can increase as businesses become more widely recognised and accessible to a larger audience. (Rindiyani et al., 2023). The presence of a business on Google Maps not only simplifies navigation but also serves as an effective marketing strategy to enhance visibility. Google Maps allows SMEs to display important information such as the full address, operating hours, product or location photos, customer reviews, and contact numbers. The positive impact of using Google Maps is the potential increase in sales. Customers are more likely to visit When they can easily find a business location. Additionally, the review and rating features on Google Maps provide extra trust for potential buyers, thus increasing the chances of attracting new customers. In other words, the more recognised a business is on Google Maps, the more opportunities there are for SMEs to thrive and compete in the market.

Interest is the feeling of being attracted to try or visit something new or exciting. (Syahputri et al., 2024). In other words, purchase interest refers to an individual's tendency or desire to acquire a particular product or service. This type of interest generally arises from specific needs, aspirations, or external influences that compel the individual to perceive the product or service as beneficial, attractive, or worth acquiring.

Along with the advancement of information technology, digital platforms have increasingly dominated various aspects of life, including the business world. Using digital marketing tools such as Google Ads and Google Maps has become a primary choice for Bakso Royal to expand its market reach and boost sales. As a paid marketing tool, Google Ads allows businesses to target a more specific audience, while Google Maps helps customers quickly locate the business. However, there is still limited research examining the actual impact of these two tools on purchase decisions, particularly for Bakso Royal in Surabaya.

Literature Review

Google Ads

Cited in (Jacobson et al., 2011:1-3), Google Ads is an advertising platform that allows advertisers to display ads on Google's search result pages and across the entire Google advertising network. This publication begins with an introduction to the basic definitions and critical functionalities related to Google Ads. Google Ads (formerly known as Google AdWords) is a digital advertising platform developed by Google, where advertisers can show ads to users who perform searches on Google Search and across various partner websites through the Google Display Network. Advertisers are charged each time users interact with their ad (via a cost-per-click/CPC or pay-per-click/PPC model). Ads can be text, images, videos, or a hybrid of these formats, strategically placed across various online platforms and within applications.

According to (Deiss & Henneberry, 2017), this book provides a basic understanding of Google Ads in digital marketing, explaining that Google Ads is an advertising platform that

allows businesses to reach their target audience through relevant and timely ads across various Google advertising networks.

Indicators of Google Ads

According to (Rhodes et al., 2014:45-50), the indicators of Google Ads are:

a) Click-Through Rate (CTR): Explained as the percentage of users who click on an ad after viewing it. This is one of the main indicators of ad effectiveness.
b) Cost Per Click (CPC): The cost incurred by the advertiser each time the ad is clicked. The book discusses the importance of optimising CPC to maximise campaign value.
c) Conversion Rate: Measures how effectively the ad turns clicks into desired actions, such as purchasing or registration.
d) Quality Score: A score given by Google based on the ad's relevance, keywords, and landing page. This score influences the cost and position of the ad.

According (Kotler & Keller, 2016:174), interactive marketing refers to online activities and programs designed to engage customers or prospects, either directly or indirectly, to increase awareness, improve image, or generate sales of products and services. Interactive marketing, also known as online marketing, is a part of promotional tools. Meanwhile, according to (Rhodes et al., 2014), Google AdWords (now known as Google Ads) is a keyword-based digital advertising platform that allows advertisers to promote their products or services to users actively searching for information via Google search and its advertising network. The main advantage of this system is that advertisers are only charged when a user clicks on their ad (pay-per-click or PPC), making it efficient and measurable.

Google Maps

According to (Putra & Ogata, 2022), Google Maps is a digital mapping service that offers comprehensive cartographic representations of the world. Additionally, this service includes various functions, including satellite imagery with 2D and 3D mapping options. It also serves as a Global Positioning System (GPS), providing users with relevant information based on their geographical coordinates. Furthermore, the digital mapping service includes a feature, Google Street View, allowing users to experience specific streets' visual environments. Because of this combination of features, Google Maps has become a popular choice. Registering a business on Google Maps helps increase business visibility, as potential buyers can quickly locate the business (Fathimah, n.d.).

According to (Leiras & Eusébio, 2024), Reviews on Google Maps can provide valuable insights into the image of a tourism destination's accessibility. By utilising data mining analysis on the reviews given by visitors, this study shows that visitors' perceptions of the accessibility of a tourism destination are highly influenced by factors such as the quality of facilities, ease of access, and services that are friendly to people with disabilities.

Indicators Google Maps

Indicators Google Maps according to (Miller, 2011):

a) Map Rendering Quality: The quality of the map display, including the sharpness of images and geographic details.
b) Traffic Data Accuracy: The accuracy of real-time traffic data shown.
c) Route Accuracy: The efficiency of the recommended routes compared to alternative routes.
d) User Experience (UX) Ratings: User ratings regarding ease of use and satisfaction with the service.

Google Maps not only enhances the accessibility and visibility of businesses but also provides crucial information that influences the decisions of visitors, both in the context of tourism and business. In this case, potential customers are more likely to find, visit, and purchase from Bakso Royal easily.

Purchase Decisions

According to (Zulkarnain et al., 2024), consumer purchasing decisions are influenced by product selection, quality assessment, service evaluation, price considerations, and geographical accessibility. Online reviews and hedonic aspects significantly contribute to this dynamic in the digital era. Intentions and behaviours from previous purchasing experiences shape purchasing decisions. The main factors in the decision-making framework include product choices, quality evaluation, service evaluation, price considerations, and geographic availability. In the modern digital age, online reviews and hedonic dimensions play crucial roles in this complex process (Alfiah et al., 2023). A decision is an individual's action to purchase a product or service to fulfil their desires and needs (Lestari & Aslami, 2022).

Figure 1. The Purchasing Decision Process
Source: Kotler (2017)

According to (Kotler & Keller, 2016), the purchasing decision process is as follows:

a) Product Choice: Consumers can buy a product or use their money for other purposes. In this case, the company must focus on people interested in purchasing the product and the alternatives that can be considered.
b) Brand Choice: Consumers decide which brand to buy, as each has its characteristics. In this case, the company must understand how consumers choose a particular brand.
c) Channel Choice: Consumers must decide which channel to visit. Each consumer is different in determining the channel, which can be influenced by proximity, lower prices, availability of complete products, comfort while shopping, and store size.
d) Purchase Timing: Consumers make decisions about when to purchase. For example, some buy every day, once a week, once every two weeks, and so on.
e) Purchase Quantity: Consumers can decide how many products they will buy at a given time. The purchase may involve more than one product. In this case, the company must prepare several products according to the varying demands.

f) Payment Method: Consumers can decide on the payment method to use when buying a product or service. The purchasing decision is influenced by environmental and family aspects and the technology used in the purchasing transaction.

Framework

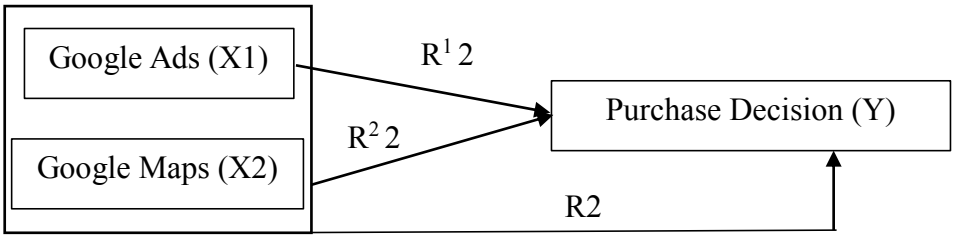

Figure 2. Conceptual Design
Source: Research by the researcher

Hypothesis

$R_1$2: If Google Ads significantly affect purchasing decisions at Bakso Royal in Surabaya.
$R_2$2: If Google Maps significantly affects purchasing decisions at Bakso Royal in Surabaya.
R2: Do Google Ads and Google Maps simultaneously affect purchasing decisions at Bakso Royal in Surabaya?

Research Method

Type of Research

This research uses a quantitative methodology with a survey-based framework. The quantitative research technique applied to analyse relationships within a population or representative sample facilitates the examination of a randomly selected sample from the population(Adil, 2023:1).

Research Variables

According to (Sugiyono, 2018), research variables are attributes, characteristics, or values related to individuals, objects, or entities that show recognised variations.

Dependent Variable:
Y = Purchase Decision

Independent Variables:
X1 = Google Ads
X2 = Google Maps

A causal relationship implies that there are independent (influencing) variables and dependent (influenced) variables.

Rearch Location

The research location is the subject of the study, which in this case is conducted at Bakso Royal, located at Jalan Kalasan No. 34, Surabaya.

Population and Sample

According to (Sugiyono, 2018:126)*,* The generalisation area consists of objects or subjects with specific qualities and characteristics defined by the researcher for the study and then concludes. The population includes not only individuals but also objects and other natural phenomena.

According to (Sugiyono, 2018:118), the sample is a portion of the total and characteristics possessed by the population. Since the exact population size is unknown, the sampling technique used by the researcher is based on the available population, using the Non-Probability Sampling technique and Purposive Sampling method.

This study only includes adult men and women aged 17–70 who purchased at Bakso Royal. Since the population size is unknown or unclear, the sample was determined using Cochran's formula, which is often used to calculate the sample size in cases where the population size is unknown. Cochran's formula was modified to account for a limited or small population. This approach calculates the initial sample size for a larger population with a margin of error of 5% as the acceptable tolerance for error.

Using Cochran's Formula for calculating the initial sample size is :

$$n_0 = \frac{z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

n_0 : Initial sample size

z : value corresponding to the desired confidence level, for 95% confidence 1,96

p : Estimated proportion of the population

e : margin of error

This formula calculates the initial sample size needed to achieve a specified confidence level and margin of error.

Here's a breakdown of the calculation for sample size:

Initial Sample Size (using Cochran's formula)

$$n_0 = \frac{(1{,}96)^2 \cdot 0{,}5 \cdot (1-0{,}5)}{(0{,}05)^2}$$

$$n_0 = \frac{3{,}8416 \cdot 0{,}25}{0{,}0025} = 384{,}16$$

So, the initial sample size is 384.

Adjusted Sample Size for a Finite Population (using Cochran's formula for finite populations)

$$N = \frac{n_0 \cdot n}{n_0 - n}$$

Now, calculate the sample size N:

$$N = \frac{384{,}16 \cdot 99}{384{,}16 - 99}$$

$$N = \frac{38.032{,}16}{285{,}16}$$

$$N = 133{,}36$$

So, the adjusted sample size is **133** individuals, with 99 respondents collected.

This calculation shows the appropriate sample size needed from a population of 99, considering the margin of error.

Data Sourcs

Primary Data

According to (Sekaran & Bougie, 2016), a questionnaire is a data collection technique that provides written questions or statements for respondents to answer. The primary data in this study were obtained directly from respondents who have visited and purchased at Bakso Royal Kalasan.

Secondary Data

According to (Sekaran & Bougie, 2016), secondary data refers to information that has already been collected and utilised by other entities, including sources such as government publications, websites, scholarly texts, journal articles, and internal records of organisations. This study acquired secondary data from books, journals, and articles on the research topics under investigation.

Data Analysis Technique

The data analysis techniques used in this study include:

1. Validity Test
2. Reliability Test
3. Normality Test
4. Heteroscedasticity Test
5. Multicollinearity Test
6. Multiple Linear Regression Analysis
7. Hypothesis Testing
   a) Simultaneous Test
   b) Partial Test
   c) Coefficient of Determination Test

Result and Discussion

Validity Test

The validity test for the variables of Google Ads (X1), Google Maps (X2), and Purchase Decision (Y) as the dependent variable was conducted by the researcher using SPSS (Statistical Product and Service Solutions) version 26 software. This test involves comparing the calculated r-value with the r-table value. The degree of freedom (df) is calculated as n-2, where n represents the sample size.

Table 1. Validity Test Results

Variabel	Item	Rhitung	Rtabel	Sig	Keterangan
Google Ads (X1)	X1.1	0,917	0,1966	rhitung>rtabel	Valid
	X1.2	0,847	0,1966	rhitung>rtabel	Valid
	X1.3	0,829	0,1966	rhitung>rtabel	Valid
	X1.4	0,888	0,1966	rhitung>rtabel	Valid
Gogle Maps(X2)	$X2_1$	0,851	0,1966	rhitung>rtabel	Valid
	$X2_2$	0,808	0,1966	rhitung>rtabel	Valid
	$X2_3$	0,729	0,1966	rhitung>rtabel	Valid
	$X2_4$	0,767	0,1966	rhitung>rtabel	Valid
Purchase Decision(Y)	$Y1_1$	0,629	0,1966	rhitung>rtabel	Valid
	$Y1_2$	0,768	0,1966	rhitung>rtabel	Valid
	$Y1_3$	0,797	0,1966	rhitung>rtabel	Valid
	$Y1_4$	0,766	0,1966	rhitung>rtabel	Valid
	$Y1_5$	0,839	0,1966	rhitung>rtabel	Valid
	$Y1_6$	0,9	0,1966	rhitung>rtabel	Valid

Source: SPSS Output Data (processed by the researcher)

The SPSS output results above show that each statement item has a calculated r-value (r calculate) greater than the r-table value (r tabel) and is positive. Therefore, the statement items are considered valid.

Reliability Test Results

Table 2. Reliability Test Results

Variabel	*Cronbach Alpha*	*Cut Off*	Keterangan
Google Ads (X1)	0,704	0,6	Reliabel
Google Maps (X2)	0,710	0,6	Reliabel

Purchase Decision (Y)	0,716	0,6	Reliabel

Source: SPSS Output Data (processed by the researcher)

Based on the reliability test results, the instruments used in this study can be trusted for data collection because all variables meet the reliability criterion with Cronbach's Alpha values above 0.6.

Normality Test

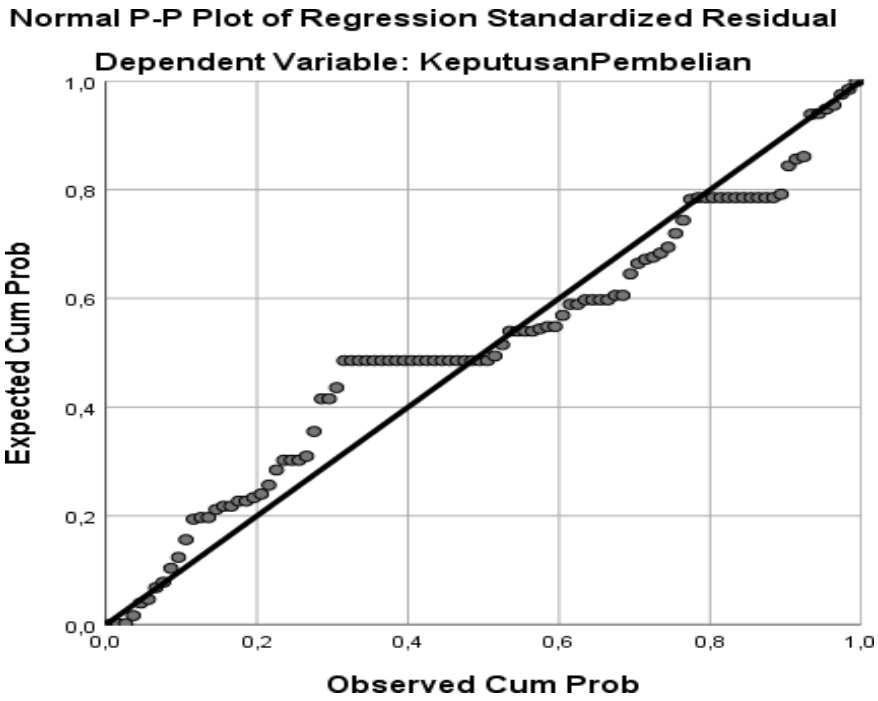

Figure 3. Normality Test Result
Source: SPSS Output Data (processed by the researcher)

Based on the SPSS output and the P-P plot analysis described, where the data points follow diagonal lines, the data is normally distributed. This is an important finding because normality is an assumption for many parametric statistical tests, including regression analysis and hypothesis testing.

Since the data points align closely with the diagonal line on the P-P plot, you can conclude that the distribution of variables like Google Ads and Google Maps concerning the Purchase Decision approximates a normal distribution, making the data appropriate for further parametric analysis.

Multicollinearity Test

Table 3. Results of the Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
	(Constant)		

1	Google Ads	.659	1.518
	Google Maps	.659	1.518

Source: SPSS Output (processed by the researcher)

Based on the table above, it can be concluded that the variables Google Ads (X1) and Google Maps (X2) have tolerance values greater than 0.10 and VIF values less than 10. Therefore, it can be concluded that multicollinearity between the independent variables does not occur in this study.

Heteroscedasticity Test

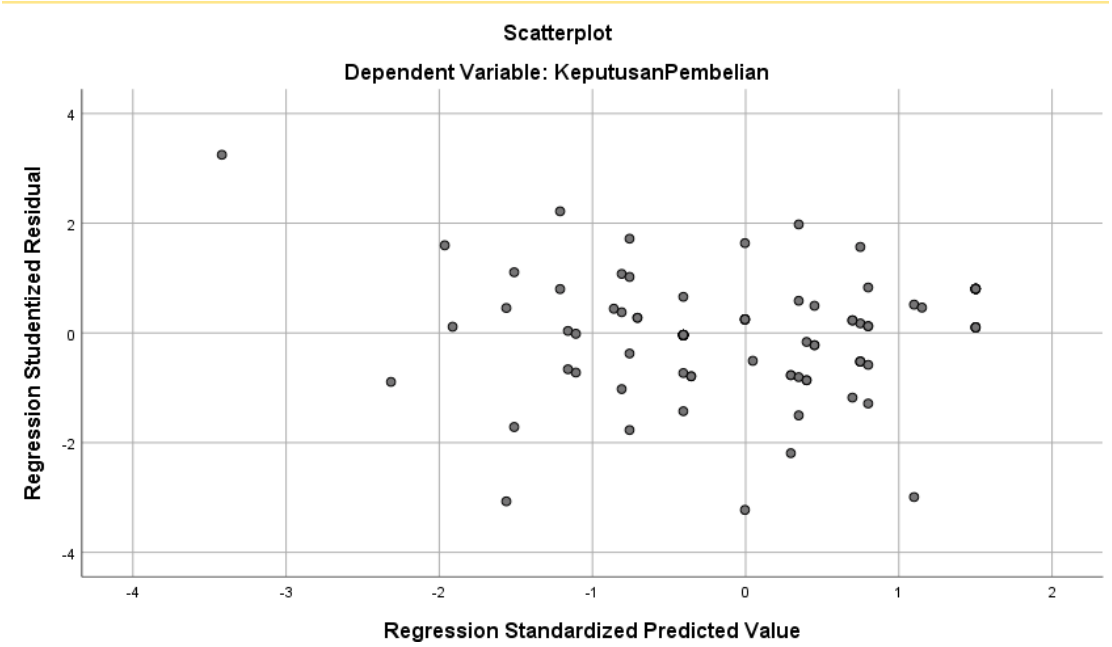

Figure 4. Results of Heteroscedasticity Test - Scatterplot
Source: SPSS Data Output (processed by the researcher)

Based on the scatterplot graph above, it can be observed that the points do not form a clear pattern and are distributed both above and below the 0 mark on the Y-axis. Therefore, it can be concluded that there is no issue of heteroscedasticity in this regression model for the independent variables concerning the dependent variable, Purchase Decision.

Multiple Linear Regression Test

Table 4. Results of Multiple Linear Regression Test

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tole	VIF

1	**(Constant)**	**1,210**	**0,295**		**4,097**	**0,000**		
	Google Ads	**0,258**	**0,070**	**0,320**	**3,668**	**0,000**	**0,659**	**1,518**
	Google Maps	**0,443**	**0,081**	**0,480**	**5,491**	**0,000**	**0,659**	**1,518**

Source: SPSS Data Output (processed by the researcher)

The equation for multiple linear regression using the Unstandardized Coefficients (B) values is: $Y=1,210 + 0,258\ X_1 + 0,443X_2$

Where:

Y = Purchase Decision

X_1 = Google Ads

X_2 = Google Maps

Interpretation of Coefficients:

Intercept (Constant):
The value of B = 1.210 indicates that when the variables Google Ads (X1) and Google Maps (X2) are both 0, the Purchase Decision (Y) will be 1.210.

Google Ads (X1) Coefficient:
The coefficient B = 0.258 means that for every 1-unit increase in Google Ads, the Purchase Decision (Y) will increase by 0.258 units, assuming Google Maps remains constant.

Google Maps (X2) Coefficient:
The coefficient B = 0.443 indicates that for every 1-unit increase in Google Maps, the Purchase Decision (Y) will increase by 0.443 units, assuming Google Ads remains constant.

Significance Test (Sig.):
The significance value for all variables (Google Ads and Google Maps) is 0.000 (less than 0.05), indicating that both variables significantly affect the Purchase Decision.

F Test (Simultaneous):

Table 5. Results of the Simultaneous F Test

ANOVA[a]						
Model		Sum of Square	Df	Mean Square	F	Sig.
1	Regression	13,349	2	6,675	50,988	.000[b]
	Residual	12,698	97	,131		
	Total	26,047	99			

Source: SPSS Data Output (processed by the researcher)

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Google Ads, Google Maps

Based on the table above, the calculated F value is 50.988, greater than the F table value of 3.18, with a probability value (sig) = 0.000, less than 0.05. Therefore, H0 is rejected, and H1 is accepted. This means that the variables Google Ads (X1) and Google Maps (X2) simultaneously affect the Purchase Decision (Y) variable.

Coefficient of Determination Test

Table 6. Results of the Coefficient of Determination Test

Model Summary[b]				
Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	.716[a]	0,513	0,502	0,36181
a. Predictors: (Constant), GoogleAds, GoogleMaps				
b. Dependent Variable: Purchase Decision				

Source: SPSS Data Output (processed by the researcher)

Based on the table above, the calculation using the coefficient of determination yields an R square value of 0.513 or 51.3%. This means that Google Ads (X1) and Google Maps (X2) together affect the Purchase Decision (Y) by 51.3%. The remaining 48.7% is influenced by other variables not examined in this study.

T-Test (Partial)

Table 7. Results of the Partial T-Test

Model		UnstandardisedCoents		Standardised Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,210	,295		4,097	.000
	Google Ads	.258	.070	.320	3.668	.000
	Google Maps	.443	.081	.480	5,491	.000

Source: SPSS Data Output (processed by the researcher)

Based on the table above, to determine the t-table value with a significance level of 0.05, the criteria are t-count > t-table, significance < 0.05. The t-table value is 0.1966. Based on the t-table value and the t-count value in the table above, it can be concluded that:

Google Ads (X1) has a t-count value of 3.668, greater than the t-table value of 0.1966, and the significance is 0.000 < 0.05. Therefore, H0 is rejected, and H1 is accepted, meaning that Google Ads (X1) partially influences Purchase Decision (Y).

Google Maps (X2), the t-count value is 5.491, greater than the t-table value of 0.1966, and the significance is 0.000 < 0.05. Therefore, H0 is rejected, and H1 is accepted, meaning that Google Maps (X2) partially influences Purchase Decision (Y).

Analyse

The Influence of Google Ads and Google Maps on Purchase Decisions Simultaneously and Significantly for Bakso Royal Based on the hypothesis testing using the F-test, the calculated F value is 50.988, which is greater than the table F value of 3.18, with a probability (sig) value of 0.000, which is less than 0.05. Therefore, H0 is rejected, and H1 is accepted. This means that both Google Ads (X1) and Google Maps (X2) significantly and simultaneously influence the Purchase Decision (Y) for Bakso Royal. The coefficient of determination calculation shows an R-square value of 0.513 or 51.3%, indicating that Google Ads (X1) and Google Maps (X2) together explain 51.3% of the variance in the Purchase Decision (Y). The remaining 48.7% is influenced by other variables not examined in this study. Google Ads Terhadap Keputusan Pembelian Bakso Royal.

The Influence of Google Ads on Purchase Decision for Bakso Royal The t-test results to determine the influence of each independent variable on the dependent variable show that the t-count value for Google Ads (X1) is 3.668, which is greater than the table t-value of 0.1966, with a significance value of 0.000, which is less than 0.05. Therefore, H0 is rejected, and H1 is accepted, meaning that Google Ads (X1) has a significant partial effect on the Purchase Decision (Y). This result was obtained through testing and calculation using IBM SPSS 26 software to assess the impact of each independent variable on the dependent variable.

The Influence of Google Maps on Purchase Decision for Bakso Royal The results of the hypothesis testing using the t-test to determine the influence of each independent variable on the dependent variable show that the t-count value for Google Maps (X2) is 5.491, which is greater than the table t-value of 0.1966, with a significance value of 0.000, which is less than 0.05. Therefore, H0 is rejected, and H1 is accepted, meaning that Google Maps (X2) has a significant partial effect on Purchase Decision (Y). This result was obtained through testing and calculations by the researcher using IBM SPSS 26 software to assess the impact of each independent variable on the dependent variable.

Conclusion

By utilising Google Ads and Google Maps, businesses can enhance their visibility, target the right audience, and provide important information influencing consumer purchase

decisions. The indicators used to assess purchase decisions in the context of food, such as bakso, especially related to digital promotions, encompass various aspects that help understand the factors influencing consumers. By using these indicators, businesses can better understand how digital promotions affect consumer purchase decisions and optimise their marketing strategies to increase sales of products like bakso.

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