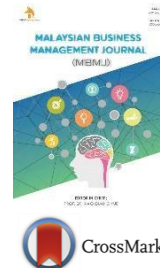




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RESEARCH ARTICLE

THE INFLUENCE OF DIGITAL MARKETING AND LIFESTYLE ON RELATIONSHIP MARKETING AND ITS IMPACT ON PURCHASE DECISIONS: EVIDENCE ABC COMPANY (AUTOMOTIVE INDUSTRY IN JAKARTA, INDONESIA)

Muhkamat Anwar*

Binus University, Jakarta, Indonesia.

*Corresponding Author Email: muhkamatanwar3@gmail.com; muhkamatanwar3@gmail.com; muhkamat.anwar@binus.ac.id

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ABSTRACT

The Indonesian automotive industry is becoming increasingly competitive due to rapid advancements in digital technology, encouraging companies to adopt more effective marketing strategies. Company ABC has experienced a decline in transactions, prompting the need to examine factors influencing consumer purchasing decisions. This study aims to analyze the influence of digital marketing, relationship marketing, and lifestyle on purchasing decisions. A quantitative-associative approach was used, with primary data collected through questionnaires distributed to 142 users of Z brand vehicles sold by Company ABC. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3. The results show that digital marketing, relationship marketing, and lifestyle positively and significantly influence purchasing decisions. In addition, relationship marketing mediates the relationship between digital marketing and purchasing decisions. These findings highlight the importance of integrating digital marketing and relationship marketing to build consumer trust, enhance engagement, and improve sales performance.

KEYWORDS

Automotive Industry, Digital Marketing, Economic Growth, Lifestyle, Purchase Decision, Relationship Marketing

1. INTRODUCTION

The Indonesian automotive industry is experiencing rapid growth driven by advances in digital technology. This development has created intense competition among automotive manufacturers seeking to capture a promising market share. With a population of approximately 270 million and a low car ownership ratio of 99 cars per 1,000 people, the opportunity to expand the Indonesian automotive market remains significant (Gaikindo, 2023). Data show an increase in the number of passenger cars from 16,413,348 units in 2021 to 17,168,862 units in 2022 (BPS, 2024). This indicates strong market potential for automotive manufacturers to further expand their market share in Indonesia. Furthermore, the Indonesian government is actively promoting the development of battery-based electric vehicles and has designed a roadmap for their adoption as a national mode of transportation. The acceleration of electric vehicle adoption is supported by a Presidential Regulation concerning the Acceleration of Electric Vehicle Development (Ministry of Transportation of the Republic of Indonesia, 2022). The growing trend in electric car sales over the past three years has significantly affected the sales of conventional gasoline, diesel, and CNG-powered vehicles.

Since 2022, electric car sales have increased substantially, rising from 10,327 units to 43,193 units in 2024, representing nearly a fourfold increase within two years. In contrast, sales of conventional internal combustion engine (ICE) vehicles declined sharply from 937,074 units in 2022 to 692,800 units in 2024, representing a decrease of approximately 17 percent (Kompas.id, 2025). Despite these market opportunities, Company ABC, a company operating in the automotive industry, experienced a decline in sales in 2024 compared to 2023. This decline

affected the company's profitability, operational efficiency, and market competitiveness. A significant decrease in sales may threaten the company's business sustainability. Therefore, this study targeted respondents who had purchased Z brand vehicles or interacted directly with the company's dealers. Respondents were selected based on their experience and involvement in the company's digital marketing or relationship marketing activities.

The development of digital marketing plays a crucial role in reaching consumers in the digital era. A study shows that consumer behavior is changing as digitalization increasingly influences marketing strategies in the automotive industry (Habiburrahman et al., 2024). Digital marketing has become a key element in attracting consumers, particularly younger generations who are highly familiar with digital technology (Kanapathipillai and Kumaran, 2022). A major challenge for automotive industry players is leveraging digital technology to increase brand awareness and build consumer loyalty (Klimova et al., 2023). In a highly competitive environment, companies must develop marketing strategies that are both effective and efficient (Wuttke, 2021). Digital marketing allows companies to deliver clear and accessible messages to consumers, thereby influencing purchasing decisions (Antczak, 2024). However, a group of researchers argue that although digital marketing is important, purchasing decisions are often influenced more strongly by the added value provided by marketers (Wilson et al., 2024). Additionally, optimizing social media platforms has become essential for increasing product sales, particularly in the automotive sector (Appel et al., 2020). Besides digital marketing, lifestyle is also a determining factor in car purchasing decisions. Lifestyle influences consumer preferences in selecting a vehicle that aligns with their needs, lifestyle, and values. A

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lifestyle that aligns with a product increases the likelihood of purchase. This serves as a personal indicator that can predict consumer behavior. Several previous studies have discussed the relationship between digital marketing, relationship marketing, and purchase decisions in the automotive industry. A study in Malaysia showed that digital marketing influences purchase decisions through relationship marketing (Kanapathipillai and Kumaran, 2022). Furthermore, a study also confirmed that email marketing and mobile marketing strategies significantly influence car purchase decisions and customer satisfaction with those purchases (Jagadeesh and Mallika, 2020). However, research examining the influence of lifestyle on purchase decisions in the automotive industry is still limited, so this study seeks to fill this gap.

An initial survey of 20 respondents showed that the majority of respondents aged 26-35 years actively use social media such as Instagram and TikTok to get information about Honda products. As many as 75% of respondents follow Company ABC's social media accounts to get the latest product information. Fuel efficiency and vehicle design are the main factors that influence their purchasing decisions. Interestingly, only 11% of respondents stated that lifestyle is a major factor in their purchasing decisions, indicating an opportunity to further explore the influence of lifestyle on consumer decisions in choosing the Z product car sold by Company ABC. This study aims to examine and analyze the relationship between digital marketing, relationship marketing, lifestyle, and purchase decisions in the context of car Z product at Company ABC. Theoretically, this study is expected to enrich the literature on the relationship between these variables in the automotive industry. Practically, the results of this study can help companies formulate more effective marketing strategies, encourage the integration of digital marketing and relationship marketing to improve purchasing decisions, provide empirical data for the formulation of automotive industry policies, and provide insight into the influence of consumer lifestyle on purchasing decisions.

2. LITERATURE REVIEW

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) explains that behavior is an important element in determining an action. However, it is necessary to consider a person's attitude when testing subjective norms and measuring their perceived behavioral control (Ajzen, 1985). The Theory of Planned Behavior (TPB) was proposed by Icek Ajzen in 1985 in his article "From Intention to Action: A Theory of Planned Behavior." TPB is based on various behavioral theories, such as learning theory, expectancy-value theory, consistency theories, and attribution theory. The Theory of Planned Behavior is illustrated in the following model.

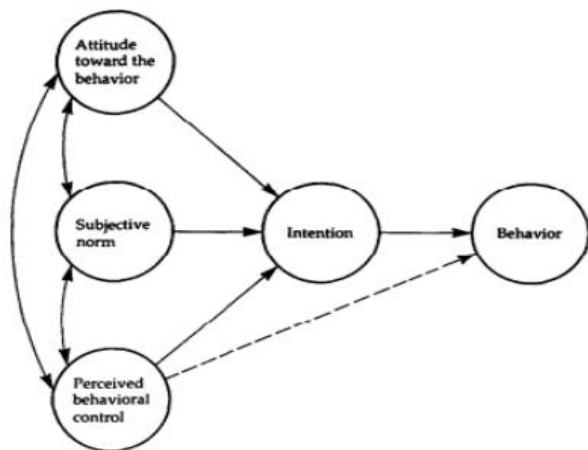


Figure 1: Theory Planned Behaviour

Based on the Theory of Planned Behavior above, digital marketing strategies can be linked to the attitude toward behavior attribute because effective digital marketing can shape positive consumer attitudes toward purchasing. Relationship marketing strategies can relate to subjective norms because they foster a strong connection between consumers and brands, which can influence their social norms for purchasing products. Lifestyle is related to perceived behavioral control because consumers' lifestyles can determine the extent to which they feel able and interested in purchasing a product. Furthermore, purchase decisions are behaviors in the TPB model, influenced by purchase intentions.

2.2 Digital Marketing

Digital marketing is the use of technology-intensive platforms such as the

internet, networks, mobile devices, and social media to engage directly with carefully targeted individual consumers, consumer communities, and businesses (Kotler et al., 2024). Digital marketing is the application of digital media, data, and technology integrated with traditional communications to achieve marketing objectives (Chaffey and Ellis-Chadwick, 2022). Digital marketing is a marketing strategy that combines digital technology, data, and artificial intelligence to create more personalized, relevant, and efficient customer experiences (Kotler et al., 2021).

2.3 Relationship Marketing

Relationship marketing is the effort to develop sustainable and growing exchange relationships with a company's customers (Mothersbaugh et al., 2020). Palmatier explains that relationship marketing is the process of identifying, building, maintaining, and terminating relationships with the goal of improving performance (Palmatier, 2008; Palmatier and Steinhoff, 2019). Relationship marketing aims to build long-term, mutually satisfying relationships with key stakeholders so that a company can obtain and retain their business (Kotler et al., 2022).

2.4 Lifestyle

Lifestyle is the sum of a person's past decisions and future plans (Mothersbaugh et al., 2020). Lifestyle refers to a set of living habits, daily routines, and life perceptions formed by an individual under the influence of social culture, economics, customs, and family over a long period of time. Lifestyle reflects the characteristics and lifestyles of individuals, social groups, and society as a whole, which are determined by economic conditions, human nature, and geographic factors (Zhao and Lyu, 2022). Lifestyle is a person's pattern of living in the world, reflected in activities, interests, and opinions. Lifestyle describes a "whole person" who interacts with their environment (Kotler et al., 2022).

2.5 Purchase Decision

Purchase decision is the decision made by a buyer regarding which brand or product to purchase (Kotler et al., 2024). In the evaluation stage, consumers form preferences among brands in the choice set and may also form an intention to purchase the most preferred brand. The purchase decision refers to the process by which consumers decide to purchase a particular product or service after going through a series of stages, including need recognition, information search, evaluation of alternatives, and the final decision to purchase (Peter and Olson, 2020). In executing their purchase intention, consumers may make up to five purchasing decisions: brand (Brand A), distribution channel (Retailer X), quantity (one computer), time (weekend), and payment method (credit card) (Kotler et al., 2022).

2.6 Relationship between Variables

2.6.1 The Relationship between Digital Marketing and Relationship Marketing

Research conducted at car dealerships and repair shops in Accra and Kumasi (the two largest cities in Ghana) showed that digital marketing has a positive and significant influence on relationship marketing, meaning that brand marketing efforts significantly impact consumer purchasing decisions and their loyalty to automotive brands (Nnindini and Dankwah, 2021). Research conducted by in Kathmandu also concluded that digital marketing has an impact on relationship marketing, namely that social media marketing can increase brand loyalty (Rai and Dahal, 2024). Research conducted by in Makassar, Indonesia, concluded that digital marketing has a positive and significant impact on relationship marketing because promotional strategies that include social media help build customer engagement, increase brand awareness, and strengthen long-term relationships with consumers (Samad et al., 2023). Based on the results of research conducted in Africa (Ghana), South Asia (Nepal), and Southeast Asia (Indonesia), as mentioned previously, it was found that digital marketing has an impact on relationship marketing. Based on these research results, the relationship between digital marketing and relationship marketing is as follows:

Hypothesis 1: There is a relationship between digital marketing and relationship marketing at Company ABC.

2.6.2 Relationship Marketing's Relationship to Purchase Decisions

Research conducted in Lahore, Pakistan, found that relationship marketing has a positive and significant impact on purchase decisions because brand loyalty, perceived value and quality, and a strong branding strategy help build long-term relationships with customers, ultimately increasing purchase and repeat purchase decisions (Naeem and Sami, 2020). Research in India showed that relationship marketing positively and significantly influences purchase decisions (Haralayya, 2021).

Customer satisfaction, product availability, and good service drive customer loyalty and repeat purchase decisions. Research conducted in Selangor, Malaysia, found that relationship marketing positively and significantly influences purchase decisions (Sheriff et al., 2020). After-sales service quality, particularly responsiveness, empathy, assurance, and reliability, play a crucial role in increasing customer satisfaction, ultimately driving repeat purchases and positive recommendations. All three studies demonstrated that relationship marketing influences purchase decisions. Based on the results of these studies, the relationship between relationship marketing and purchase decisions is as follows:

Hypothesis 2: There is a relationship between relationship marketing and purchase decisions at Company ABC.

2.6.3 Relationship between digital marketing and purchase decisions

A study conducted in Chennai, India by concluded that digital marketing has a significant influence on customer satisfaction, thus creating purchase decisions (Jagadeesh and Mallika, 2020). Email marketing and mobile marketing strategies significantly influence car purchase decisions and customer satisfaction with those purchases. Research conducted by in India shows that digital marketing influences purchase decisions because the appropriate use of digital media with educational and engaging content can influence customers to purchase products and strengthen brand awareness (Bhuvaneswari and Vineesh, 2022). Meanwhile, research conducted found that digital marketing for new car purchases is still not well-known and familiar among Indonesians (Wijaya et al., 2022). Many factors need to be developed to reach the point where Indonesians can easily buy new cars online.

Based on the results of these studies, research conducted in India showed an influence of digital marketing on purchase decisions, but research conducted in Indonesia found that digital marketing did influence purchase decisions, but the influence varied depending on the platform and strategy used. Based on these studies, the relationship between digital marketing and purchase decisions is as follows:

Hypothesis 3: There is a relationship between digital marketing and purchase decisions at Company ABC.

2.6.4 The Relationship Between Lifestyle and Purchase Decisions

A study conducted of Yamaha consumer purchases in India, which found that lifestyle significantly influences product purchase preferences, with lifestyle, interests, hobbies, and preferences for design and fuel efficiency playing a significant role (Akhsay, 2024). Research conducted in India showed that lifestyle has a positive influence on purchase decisions because the lifestyle of young Indians influences their preferences for products, prices, and brands that align with their identities and life experiences, ultimately driving purchase decisions (Maney and Mathews, 2021). Research also shows that lifestyle influences purchase decisions, with lifestyle being a key factor considered by consumers, along with brand, satisfaction, price, safety features, and fuel consumption, which play a crucial role in determining business success in the automotive market (Bedia and Lal, 2024). This contrasts with research conducted in Sumatra, Indonesia, which found that lifestyle had no effect on purchase decisions (Firmansyah, 2020). Research conducted in India showed that lifestyle does influence purchase decisions, while research in Indonesia showed that lifestyle has no effect on purchase decisions. Therefore, based on the results of this study, the relationship between lifestyle and purchase decisions is as follows:

Hypothesis 4: There is a relationship between lifestyle and purchase decisions at Company ABC.

2.6.5 Relationship between digital marketing and purchase decisions through relationship marketing

Research conducted in Indonesia shows that digital marketing influences purchase decisions because effective digital marketing strategies increase customer satisfaction as an element of relationship marketing, which then acts as a mediating factor in driving positive purchase decisions (Prananta et al., 2024). Meanwhile, research conducted in India found that digital marketing has a positive and significant influence on purchase decisions, with relationship marketing as a mediator (Shams et al., 2024). Digital marketing elements such as online reviews and recommendations, digital content, digital marketing communications, and social media communication significantly influence the intensity of customer relationships with brands, which in turn positively impacts the customer experience and service received, ultimately improving purchase decisions, with customer trust in the brand strengthening this relationship. Research conducted in Sukabumi, Indonesia, found a positive and significant influence between digital marketing and purchase decisions, with relationship marketing as a mediating variable (Sunendar et al., 2023).

This is because effective digital marketing strategies increase consumer engagement and positive perceptions of the brand (brand image), which in turn strengthens customer relationships with the brand and drives purchase decisions. Based on these studies, the relationship between digital marketing and purchase decisions through relationship marketing is hypothesized as follows:

Hypothesis 5: Relationship marketing variables significantly mediate the relationship between digital marketing and purchase decisions at Company ABC.

3. METHODS

This study used a quantitative approach. Quantitative research is an investigative method that utilizes numerical data and statistical techniques to investigate problems (Afif et al., 2023). The type of research applied in this study is associative research. Associative research aims to identify the influence or relationship between two or more variables (Barroga and Matanguihan, 2022). The unit of analysis used in this study is individuals who use Company ABC's Z car product. The unit of analysis is the level or scale of data collected and analyzed in subsequent stages (Sekaran and Bougie, 2016). The unit of analysis in this study was taken from the data to be collected. This study used a cross-sectional study design. A cross-sectional study is a study in which data is collected only once (although it can take place over several days, weeks, or months) to answer the research question (Sekaran and Bougie, 2016). In this study, researchers collected data and information from questionnaires distributed once over a specific period. This study uses four variables: digital marketing and lifestyle as independent variables, relationship marketing as a mediating variable, and purchase decision as the dependent variable. The research framework is depicted in Figure 2.

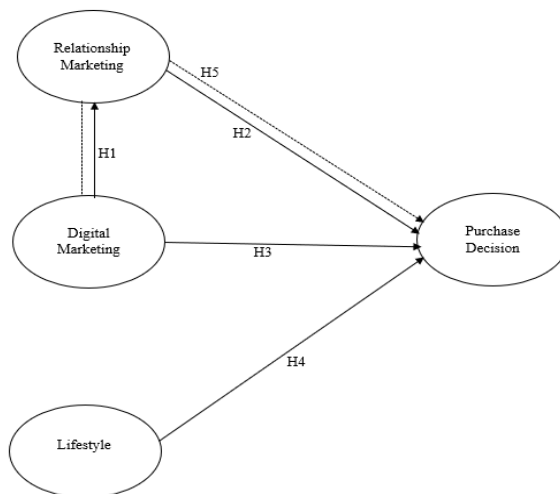


Figure 2: Research Framework

This study will use primary data, which is data directly from the field (Sugiyono, 2020). Data were obtained by distributing questionnaires to respondents using a 5-point Likert scale. According to a study, the reason for using a 5-point Likert scale is because a 7-point or 13-point Likert scale would make it more difficult for respondents to distinguish each point on the scale and make it difficult for them to process the information (Hair et al., 2010). To determine the sample size, the researcher used the Slovin formula with a standard error of 10%, resulting in a minimum sample size of 90.53 respondents, rounded up to 91. A study state that in SEM testing, good data is 100-200 respondents, so this study will use a minimum sample of 100 respondents (Hair et al., 2019).

The data analysis method used in this study was Partial Least Squares (PLS), an approach in Structural Equation Modeling (SEM). SEM is a multivariate technique that will show how to represent a series or series of causal relationships in a path diagram (Putlely et al., 2021). Data processing used SmartPLS 3 software. PLS was chosen because it is an appropriate method for analyzing data-based models with many latent variables and indicators, and can be used to identify direct and indirect relationships between variables (Hair et al., 2022). PLS is a very appropriate method for analyzing data-based models with many latent variables and indicators, and can be used to identify direct and indirect relationships between variables. PLS works by optimizing the relationship paths in the model to predict the variance of the dependent variable (Hair et al., 2022). In the context of this study, PLS is used to analyze the structural relationships between latent variables that are predicted to influence the desired outcome.

4. THE DATA ANALYSIS

4.1 Respondent Profile

Data collection was conducted from December 12, 2024, to March 16, 2025, by distributing questionnaires to 142 respondents who served as the sample in this study. The demographic profile of respondents indicates a predominance of male participants, accounting for 75.4% (n = 107), while female respondents comprised 24.6% (n = 35).

In terms of age distribution, the sample was largely concentrated within the productive age groups. The largest proportion of respondents was aged 26–35 years (33.8%, n = 48), followed by those aged 46–55 years (28.9%, n = 41) and 36–45 years (25.4%, n = 36). Respondents aged over 55 years constituted 7% (n = 10), whereas the youngest group (17–25 years) represented the smallest share at 4.9% (n = 7).

With respect to occupational background, private employees formed the largest group (43.7%, n = 62), followed by self-employed individuals (26.8%, n = 38). Civil servants, military personnel, and police officers accounted for 13.4% (n = 19), while respondents working in state-owned or regional-owned enterprises represented 10.6% (n = 15). Students and freelance workers each contributed 4.9% (n = 7).

Regarding income levels, the majority of respondents reported a monthly income between IDR 5,000,000 and IDR 10,000,000 (44.4%, n = 63), followed by those earning IDR 10,000,000–IDR 15,000,000 (31.0%, n = 44). Respondents with income above IDR 15,000,000 accounted for 19.7% (n = 28), while only 4.9% (n = 7) reported earning less than IDR 5,000,000 per month.

Overall, the sample is characterized by a dominance of male respondents, primarily within the productive working-age population, with a substantial representation of private-sector employees and middle-income earners.

The results obtained are in the form of a profile of respondents with an age range of 26-35 years, namely 48 respondents (33.8%), the majority of respondents who completed the questionnaire were male, with a total of 107 respondents (75.4%).

The majority of respondents worked as private employees, as many as 62 respondents (43.7%). A total of 63 respondents (44.4%) had the highest income in the range of IDR 5,000,000.00-IDR 10,000,000.00 per month.

4.2 Data Analysis Results

Based on research at the Honda Hasyim Ashari Jakarta Small and Medium Enterprise (SME), the results of the outer model, inner model, PLS prediction, bias testing, and hypothesis testing are as shown in Figure 3 below:

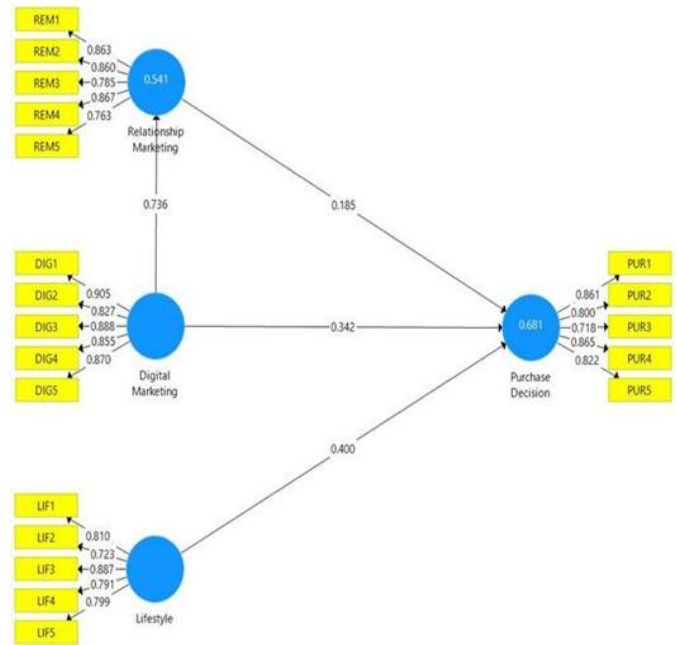


Figure 3: Outer Model

4.3 Outer Model

Outer model, also known as the measurement model, is an element of the path model used to determine the relationship between constructs and their corresponding indicator variables. Tests for the outer model include validity and reliability tests (Hair, 2021).

4.4 Validity and Reliability Testing

Validity indicates how well a technique, instrument, or process measures a particular concept, while reliability indicates how stable and consistent the instrument is in measuring the variable (Sekaran and Bougie, 2016). According to a study, validity is the extent to which a measurement accurately represents what it is supposed to measure, while reliability is the extent to which the observed variable measures its true value and is free from error; in other words, reliability is the inverse of measurement error (Hair et al., 2019). The table 1 below shows the Validity and Reliability Tests.

Table 1: Validity and Reliability Test Results

Variabel	Indikator	Outer Loading Value
Digital Marketing Kanapathipillai, K., & Kumaran, S. (2022) AVE: 0,756 CR: 0,939 CA: 0,919	DIG1: Ease of access to information and product comparisons.	0,905
	DIG2: Continuous interaction with customers.	0,827
	DIG3: The influence of digital marketing on consumer behavior.	0,888
	DIG4: Complete and accurate product information.	0,855
	DIG5: Support in consumer decision-making.	0,870
Relationship Marketing Kanapathipillai, K., & Kumaran, S. (2022) AVE: 0,687 CR: 0,916 CA: 0,886	REM1: Increased consumer trust.	0,863
	REM2: Increased consumer commitment.	0,860
	REM3: Ease of communication between consumers and marketers.	0,785
	REM4: Conflict resolution between consumers and marketers.	0,867
	REM5: Marketer competence in increasing consumer trust.	0,763
Lifestyle Bedia, D. D., & Lal, R. (2024) AVE: 0,646 CR:0,901 CA:0,863	LIF1: Technology and features.	0,810
	LIF2: Safety.	0,723
	LIF3: Eco-friendly options.	0,887
	LIF4: Luxury and prestige.	0,791
	LIF5: Cultural norms.	0,799

Table 1(Cont.): Validity and Reliability Test Results

Purchase Decision Kanapathipillai, K., & Kumaran, S. (2022) AVE: 0,664 CR: 0,873 CA: 0,873	PUR1: Efficiency of communication time with consumers.	0,861
	PUR2: Utilization of digital platforms for purchasing information.	0,800
	PUR3: Time spent by consumers in the showroom.	0,718
	PUR4: The influence of offline advertising on purchasing decisions.	0,865
	PUR5: The importance of the relationship between marketers and consumers.	0,822

Based on Table 1, it can be seen that the output shows that all indicators have loading factor values ≥ 0.7 , so it can be concluded that all indicators meet the requirements of convergent validity and are declared valid. The output also shows that all variables have AVE values ≥ 0.7 so it can be concluded that all variables are declared valid. The digital marketing, lifestyle, purchase decision, and relationship marketing variables have Cronbach's alpha values > 0.70 , so it can be concluded that all variables in this study meet the requirements of Cronbach's alpha values and are declared reliable. The digital marketing, lifestyle, purchase decision, and relationship marketing variables have values of $0.70 < r < 0.90$, so it can be concluded that all variables in this study show good internal consistency.

4.5 Discriminant Validity - HTMT

A rule of thumb: a high HTMT value indicates problems with discriminant validity. An HTMT value > 0.90 indicates poor discriminant validity, while an HTMT value < 0.90 indicates excellent discriminant validity (Hair et al., 2019).

The Heterotrait-Monotrait Ratio (HTMT) analysis used to assess discriminant validity among the constructs. The HTMT values between Digital Marketing and Lifestyle (0.727), Purchase Decision (0.817), and Relationship Marketing (0.808) are all below the recommended threshold of 0.90. Similarly, the HTMT values between Lifestyle and Purchase Decision (0.836), Lifestyle and Relationship Marketing (0.740), as well as Purchase Decision and Relationship Marketing (0.786), also remain below the threshold.

These findings indicate that all constructs demonstrate adequate discriminant validity, as the HTMT values do not exceed the critical value of 0.90. Therefore, each construct is empirically distinct from the others, suggesting that the measurement model satisfies the discriminant validity requirement. The results of the HTMT test show that all variables show an HTMT value < 0.90 , which means that the variables in this study meet the requirements for the HTMT discriminant validity test and are declared valid.

4.6 Inner Model

A structural model, or inner model, is a model used to predict causality between latent variables. Structural model testing is performed using the coefficient of determination (R²), effect size (f²), predictive relevance (Q²), PLS Predict, and bias testing.

The results of the inner model evaluation, including R-square (R²), Q-square (Q²), and F-square (f²) values. The R-square values indicate that Digital Marketing and Lifestyle jointly explain 68.1% of the variance in Purchase Decision (R² = 0.681), which can be considered substantial.

Furthermore, Purchase Decision explains 54.1% of the variance in Relationship Marketing (R² = 0.541), indicating a moderate level of explanatory power.

The Q-square values for Purchase Decision (Q² = 0.440) and Relationship Marketing (Q² = 0.366) are greater than zero, suggesting that the model has adequate predictive relevance for both endogenous constructs.

In terms of effect size (f²), Digital Marketing has a small effect on Purchase Decision (f² = 0.149), while Lifestyle demonstrates a medium effect (f² = 0.253). Additionally, Purchase Decision shows a very strong effect on Relationship Marketing (f² = 1.180), indicating that it is a key predictor within the model. Meanwhile, Digital Marketing has a negligible effect on Relationship Marketing (f² = 0.044).

Overall, these results suggest that the structural model has satisfactory explanatory power and predictive relevance, with Lifestyle and Purchase Decision playing significant roles in influencing the endogenous constructs.

Based on research, it can be concluded that digital marketing, lifestyle, and relationship marketing variables influence the purchase decision variable by 68.1% with a moderate influence, while the remaining 31.9% is influenced by other factors not included in the model. Furthermore, digital marketing and lifestyle variables influence relationship marketing by 54.1% with a moderate influence, while the remaining 45.9% is influenced by other factors not included in the model.

The results also show a predictive relevance (Q²) value greater than 0, thus concluding that the model has the ability to accurately predict data not used in the model parameter estimation. Meanwhile, the effect size of the digital marketing variable has a strong influence on relationship marketing with an f-square value of 1.180, but it has a small effect size on the purchase decision with an f-square value of 0.149. This indicates that the influence of digital marketing on relationship marketing is large or strong. In addition, the lifestyle variable has a moderate effect size on purchase decisions with an f-square value of 0.253, while the relationship marketing variable has a weak effect size on purchase decisions with an f-square value of 0.044.

4.7 PLS Predict

PLS Predict aims to determine the extent of the predictive power of the proposed analytical model. The measurements used are the PLS SEM RMSE and PLS SEM MAE values which are low when compared to the LM RMSE and LM MAE values indicating the model has good predictive power (Hair et al., 2019). Table 2 below shows the PLS Predict results.

Table 2: PLS Predict Results

Indikator	RMSE	PLS MAE	Q ² _predict	RMSE	LM MAE	Q ² _predict
PUR5	0,846	0,652	0,356	0,890	0,691	0,286
PUR1	0,778	0,645	0,558	0,794	0,617	0,541
PUR4	0,874	0,719	0,450	0,873	0,695	0,452
PUR2	0,755	0,623	0,486	0,767	0,621	0,470
PUR3	0,937	0,782	0,264	0,945	0,788	0,250
REM1	0,952	0,752	0,408	0,977	0,734	0,376
REM4	0,892	0,699	0,428	0,906	0,678	0,410
REM3	1,030	0,788	0,246	1,000	0,783	0,290
REM2	0,868	0,694	0,459	0,881	0,697	0,443
REM5	0,995	0,797	0,263	1,019	0,823	0,227

Table 2 shows that the Q-Square Prediction value for PLS is higher than for LM. Similarly, the research results show that the RMSE value for PLS is lower than for LM. Therefore, it can be concluded that this study has high predictive power.

4.8 Bias Testing

Method bias can be defined as a phenomenon caused by the measurement method used in PLS (Partial Least Squares) software. If the VIF value is ≤ 3.3, the data can be considered free from Common Method Bias (Kock, 2015). In a Likert scale, even if the observed variables are valid and the questions are formatted correctly, bias is caused by the order of questions or statements and the position of answers on the scale. Table 6 shows the results of the bias test.

The bias test using the random method. The findings show that the values for all constructs are relatively close to zero, with Digital Marketing at -0.066, Lifestyle at 0.067, Purchase Decision at 0.131, and Relationship Marketing at -0.087. These results indicate that there is no significant bias in the data, as none of the values exceed the commonly accepted threshold.

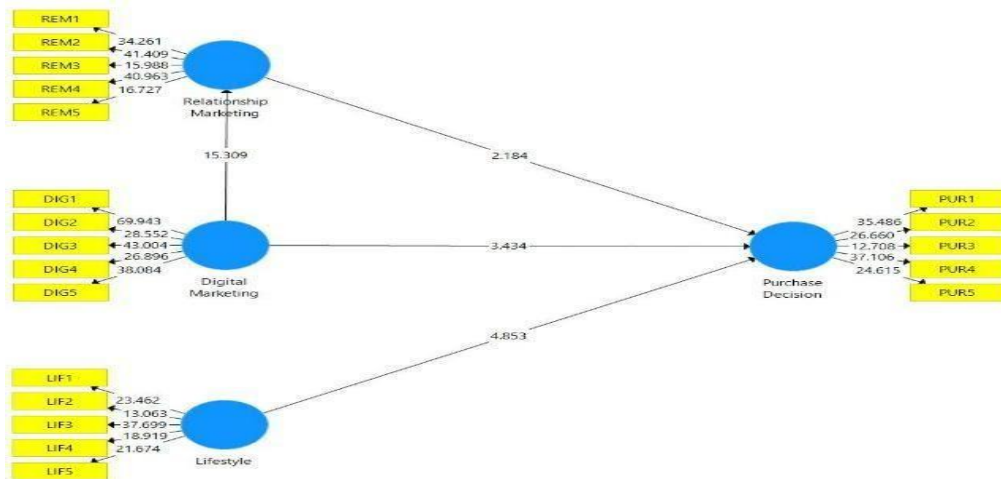


Figure 4: Bootstrapping Model

Table 3: Hypothesis Test Results				
Variabel	Original Sample	T Statistics	P Values	Keterangan
DM -> PD	0,342	3,434	0,001	Accepted
DM -> RM	0,736	15,309	0,000	Accepted
LIF -> PD	0,400	4,853	0,000	Accepted
RM -> PD	0,185	2,184	0,029	Accepted
DM -> RM -> PD	0,136	2,068	0,039	Accepted

Based on the test results shown in Table 3, the digital marketing variable significantly influences purchase decisions with a t-statistic of 3.434 > 1.96 and a p-value of 0.001 < 0.05. It also significantly influences relationship marketing with a t-statistic of 15.309 > 1.96 and a p-value of 0.000 < 0.05. Furthermore, the research results also show that the lifestyle variable significantly influences purchase decisions with a t-statistic of 4.853 > 1.96 and a p-value of 0.000 < 0.05. Meanwhile, the relationship marketing variable significantly influences purchase decisions with a t-statistic of 2.184 > 1.96 and a p-value of 0.029 < 0.05. In the mediation test, it was seen that the relationship marketing variable was proven to significantly mediate the relationship between digital marketing and purchase decisions with a t-statistic value of 2.068 > 1.96 and a p-value of 0.039 < 0.05.

5. CONCLUSION

The results showed that all five hypotheses tested in this study were accepted. The p-value for the relationship marketing variable was 0.029, concluding that the relationship marketing variable has a positive influence on the purchase decision variable. Meanwhile, the digital marketing variable had a t-statistic of 15.309, concluding that the digital marketing variable has a significant influence on the relationship marketing variable. Based on the research results, the author's recommendations are as follows: first, the digital marketing variable has a positive and significant influence on relationship marketing. Second, the

small magnitude of both positive and negative values suggests that common method bias is not a serious concern in this study. Therefore, it can be concluded that the data are free from substantial measurement bias and are suitable for further analysis.

Bias testing using SmartPLS 3 software showed that the random correlation values for all variables (digital marketing, relationship marketing, lifestyle, and purchase decision) were at an inner VIF value ≤ 3.3. Therefore, it can be concluded that this study does not have a bias problem.

4.9 Hypothesis Testing

According to a group researchers, hypothesis testing in a study using the PLS-SEM analysis method can be conducted by examining the t-statistic value found in the path analysis between variables using the bootstrapping method to test its significance level (Hair et al., 2019). Hypothesis testing in this study was performed by comparing the t-statistic value with the minimum threshold of 1.96 (t-value > 1.96, α = 5%). Figure 4 below represents the Bootstrapping Model.

relationship marketing variable has a positive and significant influence on the purchase decision. Third, the digital marketing variable has a positive and significant influence on the purchase decision.

Fourth, the lifestyle variable has a positive and significant influence on the purchase decision. Fifth, the relationship variable significantly mediates the relationship between digital marketing and the purchase decision. This study still has shortcomings and limitations, so further research is needed to expand the scope, not only in Jakarta but also in other regions with different consumer characteristics. In addition, the results of the study show the influence of relationship marketing and purchase decision variables in the moderate category, so it is recommended to add variations of relevant variables, such as product quality, after-sales service, or price, so that the results of the study can provide a more comprehensive picture of the factors that influence purchasing decisions and better represent the consumer population of Z product cars as a whole.

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