



The Influence of Product Innovation and Digital Marketing on Sales Volume with Purchase Intention as an Intervening Variable: A Case Study of Generation Z in Semarang City

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ABSTRACT

This study aims to determine the influence of product innovation and digital marketing on sales volume with purchase intention as an intervening variable on Frisian Flag products. The population in this study consists of Generation Z in Semarang City, and the sample was determined using the purposive sampling method with criteria including respondents who belong to Generation Z (born between 1997–2012), are residents of Semarang, and have purchased Frisian Flag products. The analytical method used in this study is Partial Least Squares (PLS) with the SmartPLS version 3.2.9 software. The results of the analysis indicate that product innovation has a positive and significant effect on both purchase intention and sales volume. Digital marketing does not have a direct effect on sales volume but has a positive and significant effect on purchase intention. Furthermore, purchase intention acts as a mediating variable that strengthens the relationship between product innovation, digital marketing, and sales volume.

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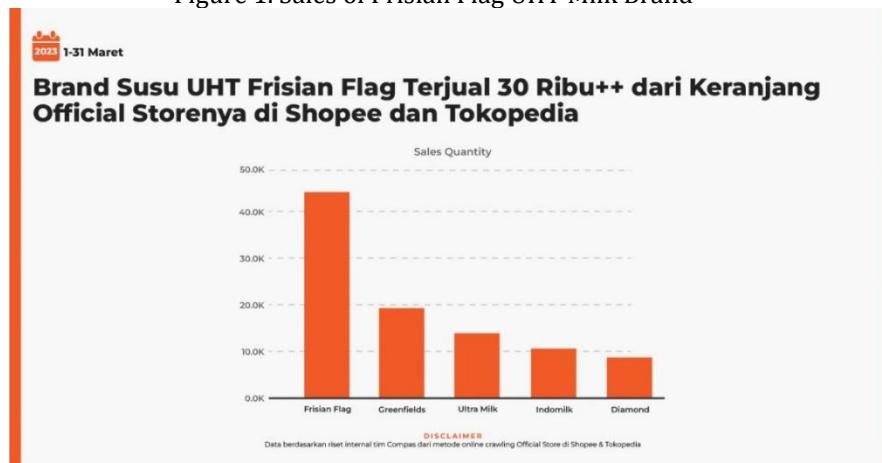


1. INTRODUCTION

Sales volume represents the measure indicating the number of goods or services sold by a company. It can increase annually if the quality of products and the prices offered align with consumer expectations (Erna AR et al., 2023). According to Basu Swastha (2005:65), sales volume refers to the net sales reported in a company's profit statement, which is obtained from the total sales of all product lines during a specific period. Sales volume also influences the company's working capital and its components (Nazara, 2021). In essence, sales volume reflects the effectiveness of the company's efforts to encourage consumer purchases, and its main objective is to estimate the potential profit obtained through product sales. Data from Allied Market Research (2021) shows that the global condensed milk market was valued

at USD 9.9 billion in 2021 and is projected to reach USD 15.2 billion by 2031, growing at a compound annual growth rate (CAGR) of 4.4% from 2022 to 2031. The increasing demand for condensed milk products is driven by their convenience and versatility in daily consumption, ranging from beverages to sweet food products. This growing demand has intensified competition among condensed milk brands in capturing a larger market share. In such a highly competitive landscape, brands can no longer rely solely on product quality; they must also adopt effective marketing and innovation strategies (Salsabila, 2021).

Figure 1. Sales of Frisian Flag UHT Milk Brand



As shown in Figure 1.1, Frisian Flag leads the UHT milk market in e-commerce platforms such as Shopee and Tokopedia as of March 2023. The brand achieved over 40,000 units sold, significantly outperforming its main competitors such as Greenfields, Ultra Milk, Indomilk, and Diamond. This dominance indicates Frisian Flag's strong brand power and the effectiveness of its digital sales strategies. The outstanding performance also reflects high consumer trust, effective marketing implementation, and well-managed product availability in its official stores on Indonesia's two largest e-commerce platforms.

To sustain this competitive advantage, product innovation and digital marketing play vital roles in influencing consumer purchase intention, which ultimately drives sales volume. Product innovation serves as the foundation of business success, as companies must develop strategies that differentiate their products in the eyes of consumers. According to Kotler and Keller (2016) in Dyah & Kusumawardhani (2024), product innovation is not only about creating new ideas or responding to market trends but represents a comprehensive process that integrates both aspects to enhance customer satisfaction and engagement.

In the increasingly competitive dairy industry, adopting modern and consumer-oriented marketing approaches has become essential. Product innovation involves continuous improvement and development of product quality, while digital marketing refers to strategies that utilize digital media and internet technologies to promote products, services, or brands to target audiences. Its main objective is to increase brand awareness, generate leads, and boost sales performance (Indrapura & Fadli, 2023).

Previous research has shown inconsistent findings regarding the relationship between product innovation, digital marketing, and sales volume. For instance, Elena Safitri et al. (2023) found that product innovation significantly influences sales volume, whereas Dandi Palaguna et al. (2023) reported that product innovation had no significant effect. Similarly, Wida Rahmayani et al. (2023) concluded that digital marketing positively and significantly affects sales volume, while Reken et al. (2024) found that although digital marketing through email marketing has a positive relationship with sales growth, the effect is statistically insignificant.

These inconsistencies (research gaps) provide the basis for including purchase intention as a mediating variable in this study. Purchase intention refers to a consumer's desire or willingness to buy

a product or service after evaluating internal and external factors (Rofiudin et al., 2022). It reflects the behavioral tendency that bridges marketing stimuli and actual purchasing decisions.

Based on the background above, this study aims to examine “The Influence of Product Innovation and Digital Marketing on Sales Volume through Purchase Intention as an Intervening Variable (A Case Study of Generation Z in Semarang City on Frisian Flag Products).”

2. METHOD

This study used a quantitative research method, which is systematic, planned, and structured from the beginning to the research design stage. Quantitative research emphasizes the use of numbers, from data collection, data interpretation, to the presentation of results (Irfan Syahroni, 2022). According to M. Waruwu et al. (2025), quantitative research plays a significant role in scientific studies because it produces objective and measurable data. This approach is commonly used to answer research questions that require numerical and statistical analysis (Berlianti et al., 2024).

The population in this study was all Generation Z individuals in Semarang City. The sample was determined using the formula suggested by Hair et al. (2010), where the number of indicators is multiplied by 5–10 to obtain a representative sample. The criteria for respondents were: Generation Z (born between 1997 and 2012), residing in Semarang, and having purchased “Frisian Flag” products.

$$\begin{aligned} \text{Sampel} &= \text{Number of indicators} \times 8 \\ &= 16 \times 8 \\ &= 128 \end{aligned}$$

Thus, the sample used in this study consisted of 128 respondents. The sampling technique employed in this study was non-probability sampling with a purposive sampling approach. Respondents were selected based on specific criteria relevant to the research objectives, assuming that they possessed important and relevant information for this study.

3. RESULT DAN ANALISIS

This section presents the results of data processing and analysis conducted in this study. The results of each test are explained in detail as follows.

3.1. Validity Test

Convergent validity test is conducted to assess the extent to which a construct has a strong correlation with its latent variables. This evaluation is based on the outer loading values, which should be greater than 0.70, and the Average Variance Extracted (AVE), which must exceed 0.50 (Riyanto & Winarti, 2024). The following are the outer loading results for each variable.

Table 1. Outer Loading Evaluation Result [1]

Instrumen	Product Innovation	Digital Marketing	Purchase Intention	Sales Volume	Description
IP1	0.875				Valid
IP2	0.833				Valid
IP3	0.839				Valid
DM1		0.732			Valid
DM2		0.795			Valid
DM3		0.817			Valid
DM4		0.801			Valid
DM5		0.759			Valid

MB1			0.820		Valid
MB2			0.754		Valid
MB3			0.840		Valid
MB4			0.771		Valid
MB5			0.796		Valid
VP1				0.789	Valid
VP2				0.833	Valid
VP3				0.867	Valid

Based on the outer loading evaluation results in the table above, all indicators have outer loading values above 0.70, and are therefore considered valid. This indicates that each indicator adequately represents the construct being measured. In addition to outer loading values, it is important to consider the Average Variance Extracted (AVE) to assess the level of indicator validity. The following are the AVE values for each variable.

Table 2. Average Variance Extracted (AVE) Values

Indicator	Digital Marketing	Product Innovation	Purchase Intention	Sales Volume
DM1	0.732	0.591	0.616	0.537
DM2	0.795	0.629	0.656	0.557
DM3	0.817	0.644	0.736	0.561
DM4	0.801	0.572	0.695	0.633
DM5	0.759	0.637	0.676	0.552
IP1	0.691	0.875	0.664	0.605
IP2	0.638	0.833	0.627	0.573
IP3	0.671	0.839	0.678	0.626
MB1	0.690	0.602	0.820	0.628
MB2	0.684	0.602	0.754	0.561
MB3	0.724	0.697	0.840	0.598
MB4	0.670	0.634	0.771	0.617
MB5	0.683	0.542	0.796	0.585
VP1	0.585	0.519	0.619	0.789
VP2	0.619	0.604	0.596	0.833
VP3	0.609	0.639	0.654	0.867

From Table 2,, it can be seen that the Average Variance Extracted (AVE) values for each variable are greater than 0.50. Therefore, it can be concluded that each variable meets the required validity standards, and further testing can be conducted.

3.2. Desrminant Validity

This test is conducted to assess the extent to which a latent construct significantly differs from other constructs. Discriminant validity is evaluated using Cross Loadings by comparing the square root of the AVE among the constructs.

Table 3. Average Variance Extracted (AVE) Values [3]

Indicator	Digital Marketing	Product Innovation	Purchase Intention	Sales Volume
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From Table 3, it can be seen that the square root values of each variable are greater than the correlations between the latent variables. Therefore, it can be concluded that this study meets the discriminant validity standards and is valid to proceed to the subsequent stages of the research.

3.3. Reliability Test

The reliability test is conducted to assess the accuracy, consistency, and precision of the research instrument in measuring a construct. For an instrument to be considered reliable, the Cronbach's Alpha value must be greater than 0.70, and the Composite Reliability must exceed 0.70.

Table 4. Average Variance Extracted (AVE) Values

Variable	Cronbach's alpha	Composite reliability	Description
Product Innovation	0.806	0.887	Reliable
Digital Marketing	0.840	0.886	Reliable
Purchase Intention	0.856	0.897	Reliable
Sales Volume	0.774	0.869	Reliable

From Table 4, it can be seen that each research variable has a Cronbach's Alpha value greater than 0.70 and a Composite Reliability value greater than 0.70. Therefore, it can be concluded that all variables have passed the reliability test and can be used in the subsequent research.

3.4. Model Fit

This test is conducted to evaluate the model fit or to assess the feasibility of the model used in the study. A good model is one that can accurately and consistently represent the data. The results of the model fit test are as follows

Table 5. Model Fit

Parameter	Rule Of Thumb	Estimated model	Description
SRMR	< 0.10	0.067	Model Fit
d_ULS	> 0.50	0.602	Model Fit

d_G	> 0.50	0.375	Model Not Fit
Chi-square	χ^2 statistik > χ^2 tabel (26.296)	268.921	Model Fit
NFI	Mendekati 1	0.793	Model Fit

Based on the presented data, the SRMR (Standardized Root Mean Square Residual) value of 0.067 is below the maximum threshold of 0.10, indicating a good fit between the observed data and the hypothesized model. The d_ULS (Unweighted Least Square Discrepancy) value of 0.602 exceeds 0.05, showing no significant model structure deviation. The d_G (Geodesic Discrepancy) value of 0.375 is above the 0.05 threshold, suggesting a lack of fit. The Chi-Square value of 268.921 is higher than the table value (26.296), indicating that the model fits the sample data well and explains the relationships between variables effectively. The NFI (Normed Fit Index) of 0.793, though below the ideal value of 1, shows that the model has an acceptable fit and can represent the data adequately.

3.5. R-Square & F-Square

R-Square values are considered strong if they reach 0.75, moderate if 0.50, and weak if 0.25. The results of the R-Square test are as follows:

Table 6. R-Square

Variabel Dependen	R-Square
Sales Volume	0.773
Purchase Intention	0.612

Table 4.17 shows that the R-Square value for sales volume is 0.773, indicating a strong relationship (77.3%) between product innovation, digital marketing, purchase intention, and purchase decisions. The R-Square value for purchase intention is 0.612, reflecting a moderate strength (61.2%) of the combined effect of product innovation and digital marketing. These results demonstrate that the model has good predictive power, with over 50% of the variability in the dependent variables explained by the independent variables, making it suitable for further analysis.

Table 7. F-Square

	Sales Volume	Purchase Intention	Product Inovation	Digital Marketing
Sales Volume				
Purchase Intention	0.086			
Product Innovation	0.064	0.099		
Digital Marketing	0.020	0.768		

Based on Table 4.18, the effect of purchase intention on sales volume is 0.086, indicating a weak influence. Product innovation has a weak effect on sales volume (0.064), and digital marketing also shows a weak effect (0.020). The influence of product innovation on purchase intention is weak (0.099), while digital marketing has a strong effect on purchase intention (0.768).

3.6. Path Coefficients

The path coefficient analysis was conducted using SmartPLS 3.2.9 to examine the direct and indirect effects between variables. The results are presented in Table 8 below.

Table 8. Path Coefficient Analysis

Variable	Original Sample (O)	T-Statistics	P- Values
Purchase Intention -> Sales Volume	0.382	3.108	0.002
Product Innovation -> Sales Volume	0.266	1.992	0.047
Product Innovation -> Purchase Intention	0.243	3.155	0.002
Digital Marketing -> Sales Volume	0.187	1.325	0.186
Digital Marketing -> Purchase Intention	0.675	8.750	0.000
Product Innovation -> Purchase Intention -> Sales Volume	0.093	1.997	0.046
Digital Marketing -> Purchase Intention -> Sales Volume	0.258	2.994	0.003

Based on the combined results, the P-values for purchase intention on sales volume (0.002), product innovation on sales volume (0.047), product innovation on purchase intention (0.002), and digital marketing on purchase intention (0.000) are all below 0.05, indicating that these direct effects are significant and the corresponding hypotheses are accepted. The effect of digital marketing on sales volume, however, has a P-value of 0.186, which is above 0.05, so this hypothesis is not supported.

For mediation effects, purchase intention significantly mediates the relationship between product innovation and sales volume ($P = 0.046$) as well as between digital marketing and sales volume ($P = 0.046$), confirming that both mediation hypotheses are accepted.

4. DISCUSSION/CONCLUSION

4.1. The Influence of Product Innovation on Sales Volume

The results indicate that product innovation has a positive and significant effect on sales volume, with a T-Statistic of 1.992 and a P-Value of 0.047 (< 0.05), supporting the hypothesis. Innovative efforts by Frisian Flag, such as new flavors, functional products like Nutribrain Omega, and practical, trend-aligned packaging, enhance purchase intention and consequently increase sales volume. This finding is consistent with previous studies (Tjiptono, 2020; Astuti & Sundari, 2021; Intan et al., 2024; Andarista et al., 2022), confirming that relevant product innovations strengthen consumer appeal and positively impact sales.

4.2. Influence of Digital Marketing on Sales Volume

The results show that digital marketing does not have a significant effect on sales volume (T-Statistic = 1.325; P-Value = 0.186 > 0.05), so hypothesis H2 is rejected. Although digital marketing helps build brand awareness and reach consumers (Kotler & Keller, 2020), Frisian Flag's strategies have not yet effectively converted attention into actual purchases. This finding aligns with previous studies reporting a non-significant effect of digital marketing on sales volume (Ningsih et al., 2024; Erdogan, 2021), indicating that digital marketing does not directly influence sales among Generation Z in Semarang.

4.3. The Influence of Product Innovation on Purchase Intention

The results indicate that product innovation significantly affects purchase intention (P-Value = 0.002 < 0.05), supporting hypothesis H3. Higher levels of product innovation, such as new flavors, practical packaging, and alignment with healthy lifestyle trends, increase consumers' intention to purchase, particularly among Generation Z in Semarang. This finding is consistent with previous studies (Mulyana et al., 2021; Yuna, 2024; Herlinda et al., 2023), which show that innovative products attract consumer interest and enhance purchase intention. Therefore, product innovation is a key strategy for Frisian Flag to maintain product relevance and competitiveness.

4.4. The Influence of Digital Marketing on Purchase Intention

The results indicate that digital marketing significantly affects purchase intention (P-Value = 0.000 < 0.05), supporting hypothesis H4. Effective strategies, such as creative social media content, influencer campaigns, and interactive challenges, increase Generation Z's interest in purchasing Frisian Flag products. This finding aligns with previous studies (Izzah & Ivo, 2021; Darmanto & Sari, 2022), confirming that digital marketing is a key strategy for building brand awareness and enhancing purchase intention in a competitive market.

4.5. The Influence of Purchase Intention on Sales Volume

The results show that purchase intention significantly affects sales volume (P-Value = 0.046 < 0.05), supporting hypothesis H5. Higher purchase intention increases the likelihood of actual purchases, thereby boosting sales among Generation Z in Semarang. This finding aligns with previous studies (Karimah et al., 2025; Audina et al., 2022), confirming that maintaining and enhancing purchase intention through digital promotions, product innovation, and positive consumer experiences is crucial for increasing sales.

4.6. The Influence of Product Innovation on Sales Volume through Purchase Intention as an Intervening Variable

The results indicate that purchase intention significantly mediates the effect of product innovation on sales volume (P-Value = 0.046 < 0.05), supporting the hypothesis. Innovations such as new flavors, modern packaging, and convenient product sizes generate consumer curiosity, increasing purchase intention and driving actual purchases. This finding aligns with previous studies (Timothy, 2025; Laili & Subkhan, 2024; Putri & Kamenner, 2023), confirming that product innovation only effectively boosts sales when it enhances purchase intention.

4.7. The Influence of Digital Marketing on Sales Volume through Purchase Intention as an Intervening Variable

The results indicate that purchase intention significantly mediates the effect of digital marketing on sales volume (P-Value = 0.003 < 0.05), supporting the hypothesis. Digital marketing increases consumers' curiosity and interest, which enhances purchase intention and subsequently drives actual purchases. This finding aligns with previous studies (Astuti & Ariyanti, 2023; Utami, 2021; Pratiwi & Yulianto, 2020), confirming that digital marketing indirectly boosts sales by first fostering purchase intention.

The results indicate that product innovation has a positive and significant effect on both sales volume and purchase intention, while digital marketing significantly affects purchase intention but not sales volume directly. Purchase intention has a positive and significant effect on sales volume and also mediates the effects of product innovation and digital marketing on sales volume. This shows that innovations in products and effective digital marketing strategies enhance consumers' purchase intention, which in turn drives actual purchases and increases sales, particularly among Generation Z consumers of Frisian Flag.

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