THE INFLUENCE OF TRADITIONAL MARKETING AND DIGITAL MARKETING STRATEGIES ON PURCHASE INTENTION OF TABUNGAN EMAS PRODUCTS AT PT. PEGADAIAN, BITUNG

PENGARUH STRATEGI PEMASARAN TRADISIONAL DAN PEMASARAN DIGITAL TERHADAP MINAT BELIT PADA PRODUK TABUNGAN EMAS DI PT. PEGADAIAN, BITUNG

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Abstract: This study aims to analyze the influences of traditional and digital marketing strategies on purchase intention in Tabungan Emas products at PT Pegadaian Bitung. Through a quantitative approach, data was collected from 100 respondents consisting of Pegadaian customers who are active in social media and have age criteria of 20-60 years old and domiciled in Bitung City. The results showed that both traditional and digital marketing have a significant influence on purchase intention and have a positive influence. Traditional marketing strategies such as print advertising and exhibitions increase trust and product understanding, while digital marketing through information accessibility and interactive content successfully attracts consumer interest. This method was taken using a questionnaire using a 6-point Likert scale. It was found that traditional marketing and digital marketing proved to have a strong influence, where 51.5% of purchase intention was influenced by these two variables.

Keywords: Traditional Marketing, Digital Marketing, Purchase Intention

Abstrak: Penelitian ini bertujuan untuk menganalisis pengaruh strategi pemasaran tradisional dan digital terhadap minat beli konsumen pada produk tabungan emas di PT Pegadaian Bitung. Melalui pendekatan kuantitatif, data dikumpulkan dari 100 responden yang terdiri dari pelanggan Pegadaian yang aktif sosial media dan memiliki kriteria umur 20 - 60 tahun dan berdomisili di Kota Bitung. Hasil penelitian menunjukkan bahwa baik pemasaran tradisional maupun digital memiliki pengaruh signifikan terhadap minat beli konsumen dan memiliki pengaruh positif. Strategi pemasaran tradisional seperti iklan cetak dan pameran meningkatkan kepercayaan dan pemahaman produk, sementara pemasaran digital melalui aksesibilitas informasi dan konten interaktif berhasil menarik minat konsumen. Metode ini diambil menggunakan kuesioner dengan memakai skala likert 6 poin. Diketahui bahwa pemasaran traditional dan pemasaran digital terbukti memiliki pengaruh yang kuat, di mana 51,5% minat beli dipengaruhi oleh kedua variabel ini

Kata Kunci: Pemasaran Tradisional, Pemasaran Digital, Minat Beli

INTRODUCTION

Research Background

Purchase intention refers to the inclination or urge to buy a product or service in the future (Kotler and Keller, 2018). It plays a crucial role in influencing consumer behavior and motivation, ultimately guiding their next actions. In these days, marketing continues to improve and evolve in line with advances in technology and the internet. Some previous studies say that digital marketing is very influential and related to purchase intention. Why is it said that way because consumers feel encouraged to buy products because of the digital marketing carried out by the company. According to We Are Social, by January 2024, around 185 million individuals in Indonesia use the internet, which is equivalent to around 66.5% of the total national population of around 278.7 million people.

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Why is it said that way because consumers feel encouraged to buy products because of the digital marketing carried out by the company. Digital marketing has great potential to increase company sales growth. According to Rachmadi (2020), digital marketing is a product and service marketing strategy conducted through social media. Meanwhile, digital marketing includes the promotion of products or brands through various electronic media.

In today's era, it is known that people with middle and upper incomes generally save a portion of their income for the long term. Therefore, it is necessary to make decisions about how to use this income, including meeting current needs and determining how to make this money grow over time. As it is known, the current economic development has been unstable, often described as uncertainty due to geopolitical events (Rumokoy et al., 2023). This instability is also due to the impact of the COVID-19 pandemic, which has had a negative effect on Indonesia's economy, such as reduced consumer purchasing power, decreased business performance, and a decline in tourism. For these reasons, people need to invest to secure their future.

According to Maharani and Saputra (2020), investments can be divided into two categories: financial assets and real assets. Investments in financial assets are made in the capital market and include instruments such as stocks, bonds, warrants, options, IPO shares and other financial products (Rumokoy et al., 2019). On the other hand, investing in real assets involves purchasing productive assets such as land, plantations, and more. One of the most popular forms of investment today is gold, which is often considered a safe investment return than just stockpiling cash (Rumokoy et al., 2024). This stability is due to the consistent quality standards of gold bars and the fact that they do not incur manufacturing costs, ensuring their value remains stable anywhere and anytime.

To address the economic challenges faced by the lower and middle-income population, PT. Pegadaian offers a solution by providing opportunities for gold investment. Pegadaian offers various products and services, including a new product called the Tabungan Emas account. This service allows for the affordable purchase and sale of gold with a custodial facility, making it easier for people to invest in gold. This product is relatively new, and information about it is limited, particularly in Bitung City. Many people are still unaware of this product. This lack of awareness is significant, especially among students, as saving in gold can help reduce inflation and decrease the rupiah's dependency on the dollar. So that, Pegadaian Bitung is required to increase marketing activities and develop the right marketing strategy for attractive purposes.

There are various marketing strategies that each company uses to promote their services and products, for example, Traditional and Digital strategies. PT Pegadaian, Bitung North Sulawesi uses traditional marketing strategies to sell Gold Savings products through stores, involving an event, advertising in print media and marketing from Pegadaian agents, sales promotion and public relationship. However, PT Pegadaian's digital marketing strategy includes providing services through an application or website, which allows customers to make transactions with Pegadaian stores or through an application, namely the Pegadaian Digital System (PDS). As for the information or strategies as a promotional digital they also using social media, namely Instagram, Facebook, and Tiktok. For this reason, along with the rapid development of technology, therefore pawnshops are further developing their strategies to be close to customers, this also helps people get to know this product so that it can help in their economy.

This research was made as a development of several previous studies, but this research is different by focusing on purchase intention in Tabungan Emas products at PT Pegadaian, especially in the Bitung branch, North Sulawesi. This research aims to conduct a deeper investigation, to find out the extent of the influence of traditional marketing strategies and digital marketing on purchase intention in Tabungan Emas products. By understanding the influence between these two strategies, we can study and optimize the use of marketing resources to increase purchase intention and can also help the people in Bitung city, especially millennials by investing and for Pegadaian to improve sales performance and to help attract buyers so that customers are not only interested but can also immediately follow the process of purchasing Tabungan Emas products in the Bitung area.

Research Objectives
1. To know the influence of traditional marketing strategy on purchase intention in tabungan emas products at PT. Pegadaian.
2. To know the influence of digital marketing strategy on purchase intention in tabungan emas products at PT. Pegadaian.
3. To know the influence of traditional and digital marketing strategy on purchase intention in gold tabungan emas at PT. Pegadaian.

LITERATURE REVIEW

Traditional Marketing

According to Kotler et al (2016), traditionally, marketing begins with segmentation, which involves dividing the market into homogeneous groups based on geographic, demographic, psychographic, and behavioral characteristics. Traditional marketing is essential for creating awareness and generating interest. However, as customer interactions evolve and they desire closer connections with companies, digital marketing becomes increasingly important. Traditional Marketing is the use of traditional methods and strategies to promote goods or services to the target market, known as traditional marketing. This approach includes the use of traditional media such as print, radio, and television, as well as direct and personalized sales advertising.

Digital Marketing

Kotler and Armstrong (2018) stated that digital marketing leverages technology-driven platforms like the internet, mobile networks, and social media to directly interact with individual consumers, consumer communities, and businesses. Through these channels, it aims to offer information, foster engagement, convince consumers, encourage brand purchases, and ultimately facilitate profitable transactions and lasting relationships. Here are the main components of digital marketing: Website, Content Marketin, Social Media Marketing,

Purchase Intention

According to Kotler and Keller (2014), purchase intention is an intention that arises when someone feels attracted and encouraged by a product they see, so they feel like buying the product to own it. In their view, buying interest is a natural response to certain products or objects that arouse a strong desire to buy them, which arises from outside a person. According to Fandos and Flavian (2006), purchase intention refers to the consumer's short-term plan to buy a product or service in the future. This intention acts as a preliminary step in the decision-making process before making an actual purchase.

Empirical Studies

Pinca (2024) examined the influence of digital marketing strategies on customer's purchase intention, and to identify the most effective digital marketing strategy for crafting compelling content and disseminating marketing messages to achieve the intended marketing goal. This study employed a correlational quantitative research approach with convenient selection of participants, utilizing a modified survey questionnaire as the principal means of data collection. The sample consisted of One Hundred Ninety-eight (198) actual customers of selected fast-food restaurants in España Boulevard, Manila. The data retrieved from the survey questionnaire was analyzed and interpreted using a Five-point Likert scale designed for measuring inter valdata. The findings of this research revealed that utilizing social media marketing, webinar platforms, mobile applications and e-commerce significantly influences customer's purchase intention. Furthermore, it came to light that there is a highly statistically significant relationship between digital marketing strategies, namely, social media marketing (r=0.864, p=0.027), brand exposure through webinar platforms (r=0.802, p=0.055), mobile applications and e-commerce (r=0.854, p=0.031) on customer's purchase intention of selected fast-food restaurants, and a positive strong correlation between affiliate marketing (r=0.759, p=0.080) and the latter. In addition, the results revealed that there is a positive moderate correlation between content marketing (r=0.548, p=0.260), and email marketing (r=0.575, p=0.232) on customer's purchase intention.

Kalmegh (2022) compared the point of view digital marketing vs. traditional marketing. The paper acknowledged the difference between traditional marketing & digital marketing with the help of consumer's opinion after availing the different service experience of traditional as well as digital marketing. Consumers are becoming more techno savvy at the time of their purchasing preferences. The study has also revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective platform. The transition of newspaper from the printed version to the online version exemplifies the current trends of the digitalization

Telaumbanua and Laia (2023) aimed to find out whether there is an influence of digital marketing strategy on increasing customer interest in gold savings products at PT. Pegadaian UPC Diponegoro; to find out how much influence digital marketing strategy has on increasing customer interest in gold savings products at PT. Pegadaian UPC Diponegoro. The sample in this study were employees and customers of PT. Pegadaian totaling 36 people. Based on the results of the research that has been done, the researcher then presents several conclusions as follows: From the results of the calculation of the correlation coefficient of variables X and Y, r xy = 0.890 is obtained which is consulted on the critical value table of r product moment where the value of N = 36 At a significant level

of α = 5%, with an r-table value = 0.329. It can be concluded that the rxy value> r-table or 0.890> 0.329. From the calculation above, the determinant coefficient for the correlation of variable X to variable Y is 79.21%. In other words, digital marketing has a correlation of 79.21% to customer interest while the percentage of 20.79 is influenced by other factors not discussed in this study. From the results of the T test, tcount> ttable or 11.378> 1.697 was obtained, the accepted hypothesis is Ha, namely there is an influence of digital marketing strategies on increasing customer interest at PT. Pegadaian UPC Diponegoro.

Conceptual Framework
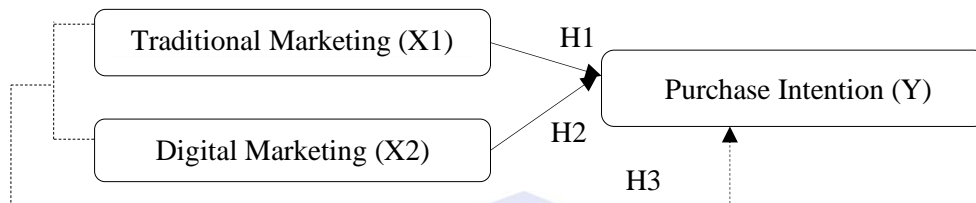
Figure 1. Conceptual Framework
Source: Literature Review

Research Hypotheses

H1: Traditional marketing partially influences positively Purchase Intention for Tabungan Emas product at Pegadaian.

H2: Digital marketing partially influences positively purchase intention for Tabungan Emas product at Pegadaian.

H3: Traditional marketing and digital marketing simultaneously influence purchase intention for Tabungan Emas product at Pegadaian.

RESEARCH METHOD

Research Approach

This study uses quantitative research methods, Quantitative research is a method used to test objective theories by exploring the relationships between variables. These variables are measured using various instruments, allowing the data to be quantified and analyzed statistically (Creswell, 2008).

Population, Sample Size and Sampling Technique

The population of this research is the the customer in Pt. Pegadaian offices in Bitung City. The Slovin formula is used to determine the sample size required from a large population to obtain representative results with a certain margin of error. In this study, a sample of 100 respondents is taken. The research sample will be selected using simple random smpling. This means sample selection is carried out randomly without regard to certain characteristic of population members, so that the result is considered more representative of the entire population. The criteria are the customer from Pegadaian who are lived in Bitung, and aged 20-60 years old.

Data Collection Method

Primary data is taken for this research, and for this research the use of questionnaires as data collection tools can provide valuable insights into customer perceptions and preferences for these two types of marketing strategies. A questionnaire is a research instrument consisting of a series of questions/items designed to capture desired information from respondents the customers from PT. Pegadaian Bitung.

Operational Definition and Measurement of Research Variable
Table 1. Operational Definition

Variable	Definition	Indicators
Traditional Marketing (X₁)	As a strategy that uses traditional methods that include of through print media, advertising, or face to face to promote goods or services to the target market. This method provides a strong framework for planning marketing budgets,	1. Advertising 2. Brochures 3. Direct Sales/Agents 4. Tradeshow/Events

	designing effective marketing strategies, and evaluating company performance in the market.	
Digital Marketing (X2)	Digital marketing is a marketing discipline that uses digital platforms and technologies to interact with target audiences. It encompasses a variety of strategies, tactics, and channels designed to promote products or services, build brand awareness, and drive desired actions, such as purchases or further interactions. It involves the use of various online channels such as social media, websites, email, and mobile applications to reach the target market.	1. Accessibility 2. Informativeness 3. Entertainment 4. Credibility
Purchase Intention (Y)	Purchase Intention is a consumer response to interest in a product, which is triggered by the desire and urge to buy. This process involves several stages, starting from searching for information about the product, experience in choosing, using, and consuming the product, to finally purchasing the product. This shows that purchase intention is not just an instant reaction, but involves a complex series of considerations and actions from consumers in choosing the brand or product they prefer.	1. Transactional interest, 2. Referential interest 3. Prefential interest 4. Exploratory interest.

The Likert scale is a measurement tool used in research to measure the level of agreement or opinion of respondents to certain statements (Sugiyono, 2006). The Likert Scale, utilized to gauge the extent of respondents' agreement or disagreement with statements, employs a 6-point scale. Participants indicate their level of agreement through scoring or descriptive responses outlined in the questionnaire.

Testing of Research Instruments

According to Ghozali (2021), the validity test checks if a questionnaire is accurate. A valid questionnaire measures what it's supposed to. This test ensures that the questionnaire measures the right things accurately. To conduct this validity test, SPSS program is used. A statement item is declared valid if the calculated r-value ≥ r-table (two-tailed test with sig. 0.05). Reliability is a concept that measures the extent to which a measuring instrument or questionnaire is reliable or consistent in producing uniform or stable results if used on the same or similar samples in various situations or different times. Instrument reliability is measured using Cronbach's alpha because this research instrument is a questionnaire and Likert scale. If the alpha value is > 0.70, then the reliability is sufficient, while if the alpha value is > 0.80, then all items are considered reliable and the test as a whole has consistently strong reliability.

Data Analysis Method
Multiple Linear Regression

In ths study uses multiple regression analysis method. Multiple regression analysis is a statistical technique used to understand the relationship between a dependent variable and multiple independent variables. In the field of data science, this method is commonly applied to analyze and model complex relationships within data. By leveraging this technique, more accurate and efficient predictions can be made, supporting better outcomes in analysis and strategy development. The formula for multiple linear regression equation is as follows:

$$Y = a + \beta 1 X1 + \beta 2 X2$$

Y   = Purchase intention
a = Constant
$\beta 1$, $\beta 2$ = Regression Coefficient
X1   = Traditional Marketing
X2   = Digital Marketing

Classical Assumption Test

According to Ghozali (2018), the classic assumption test is a set of statistical requirements that must be carried out in multiple linear regression analysis based on ordinary least square (OLS). To ensure the accuracy of the model, testing is required for several classic assumptions, such as normality test, multicollinearity test, heteroskedasticity test, and autocorrelation test.

Normality Test

The normality test aims to examine whether in a regression model, the disturbance variable or residuals have a normal distribution. The normality of data can be tested using a one-sample Kolmogorov-Smirnov test for each variable. Data is considered to have a normal distribution if the significance value is > 0.05 (Ghozali, 2018).

Multicollinearity Test

To detect multicollinearity, one can look at the tolerance value and Variance Inflation Factor (VIF). Tolerance shows how much variability of the independent variable cannot be explained by other independent variables. If the tolerance value is low, the VIF will be high, because VIF is calculated as 1/Tolerance. In general, the limit that is often used to indicate the presence of multicollinearity is a tolerance value ≤ 0.10 or VIF ≥ 10.

Heteroskedasticity Test

The heteroscedasticity test is one of the classic assumption tests which aims to see if there are differences in residual variances between observations in the regression model. To detect heteroscedasticity, The decision criteria are as follows: a. If the significance value is > 0.05 then the data does not occur heteroscedasticity. b. If the significance value is < 0.05 then the data occurs heteroscedasticity.

Hypothesis Testing
Simultaneously Test (F-Test)

The F-test is used to determine the impact of all independent variables on a dependent variable. F test is used in research to determine whether variable X simultaneously affects the dependent variable or Y. The Alpha value used in this study is 0.05. The outcome derived from the calculation is referred to as tcount, which is later compared with ttable at the significance level of 0.05 or 5%.
Where the decision-making criteria used are as follows:
1. P value or Sig. value < α (0,05) then :
    – Ha is accepted means there is a significant influence simultaneously
    – H0 is rejected means there is no significant influence simultaneously
2. P value or Sig. value > α (0.05) then :
    – Ha is rejected because it has no significant influence simultaneously.
    – H0 is accepted because there is a significant influence simultaneously.

Partially Test (t-Test)

The t-Test refers to any statistical test where the statistic follows an F-distribution under the assumption that the null hypothesis is true. It is used to assess the specific influence of an independent variable on a dependent variable. The determination criteria are: Based on Sig Value.
1. If the Significance value < α value (0.05) then there is an influence of variable (X) on variable (Y) and it is said that Ha is accepted and H0 is rejected
2. If the Significance value > α value (0.05) then there is no effect of variable (X) on variable (Y) and it is said that Ha is rejected and H0 is accepted

RESULT AND DISCUSSION

Result
Validity and Reliability Tests
Table 2. Validity Test

	Correlations			
		X1	**X2**	**Y**
X1	Pearson Correlation	1	.698**	.603**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
X2	Pearson Correlation	.698**	1	.699**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Y	Pearson Correlation	.603**	.699**	1

Sig. (2-tailed)	.000	.000	
N	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Data processed, SPSS 27 (2024)

In the validity test results for variables X1, X2, and Y shows that all statements have a significant value (Sig. Value) of 0,000 which indicates that these results are highly significant. In addition, the calculated R value for each statement of the three variables is much higher than the R table value of 0,197. This shows that each statement is valid. So, the instrument used to measure the effect of Traditional Marketing and Digital Marketing on Purchase Intention in Tabungan emas products at PT. Pegadaian can be considered valid.

Table 3. Reliability Test Result

Reliability Statistics

Cronbach's Alpha	N of Items
.818	3

Source: Data processed, SPSS 27 (2024)

This indicates that the instruments used to measure these three variables are consistent and reliable. In addition, the overall reliability statistics for the there items showed a Cronbach´s Alpha value of 0.818, which also indicates good reliability.

Data Analysis
Multiple Linear Regression
Table 4. Multiple Linear Regression Result

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.497	1.949		3.846	.000
Traditional Marketing	.161	.071	.224	2.273	.025
Digital Marketing	.716	.130	.543	5.501	.000

a. Dependent Variable: Y
Source: Data processed, SPSS 27 (2024)

From the table 4, the constant value (a) is 7.497 while the values of X1 and X2 (b / regression coefficient) are 0.161 and 0.716 so that the regression equation can be written:

$$Y = 7.497 + 0.161 (X1) + 0.716 (X2)$$

1. The constant value of 7.497 indicates that if both traditional marketing and digital marketing are zero 0, the predicted value of Y or purchase intention is 7.497.
2. The coefficient of traditional marketing is 0.161, if traditional marketing increase by 1 unit, purchase intention will increase by 0.161, indicating that traditional marketing has a significant positive effect on purchase intention.
3. The coefficient of digital marketing (X2) is 0.716, if digital marketing increase by 1 unit, purchase intention will increase by 0.716, indicating that digital marketing also has a signifivant positive effect on purchase intention (Y).

Classical Assumption Test
Normality Test
      If the data is not normally distributed, researchers may need to use data transformation or choose non-parametric statistical test methods that do not require the assumption of normality. In this research using Normal P-plot approach for normality testing
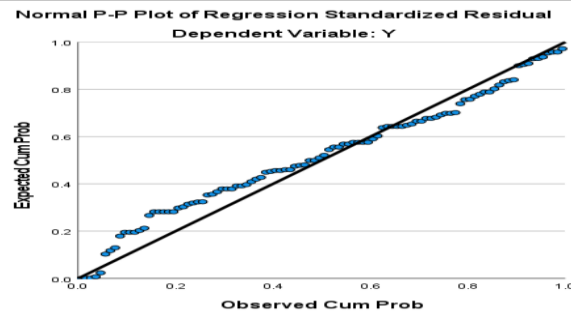
Figure 2. Normality test
Source: Data processed, SPSS 27 (2024)

The figure 2 shows that this research using P-plot for normality testing, and the result shows that the data plot it can be said that the graph tends to follow the direction of a straight line, so it can be said that this data is normally distributed.

Multicollinearity Test
**Table 5. Multicollinearity Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	7.497	1.949			
Traditional Marketing	.161	.071	.224	.513	1.949
Digital Marketing	.716	.130	.543	.513	1.949

Source: Data processed, SPSS 27 (2024)

If the Tolerance value is greater than 0.100 and VIF is smaller than 10.00, it means there is no multicollinearity. The tolerance value for both independent variable (X1 and X2) is 0,513. A low tolerance value (usually less than 0,1) so in this case a tolerance value of 0,513 indicates there is no multicollinearity problem. The VIF value for both independent variables (X1 and X2) is 1.949. VIF values below 10 are generally considered not to indicate a significant multicollinearity problem. Therefore, the VIF values obtained indicate that there is no multicollinearity problem in this model.

Heteroscedasity Test
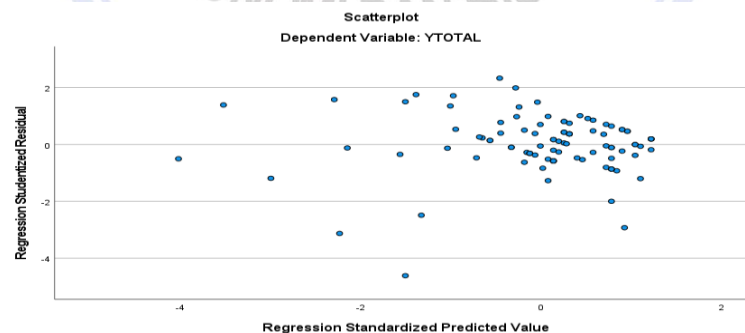
Figure 3. Heteroscedasticity Test
Source: Data Processed, SPSS 29 (2024)

Based on the result of the image output in figure 3, it shows that the parameter coefficient for all independent variables used in the study does not occur heteroscedasticity as seen from the scatterplot that spreads and does not form a certain pattern.

Coefficient of Determination (R2)
Table 6. Coefficient of Determination (R2) Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.515	.505	2.669

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y
Source: Data processed, SPSS 27 (2024)

The results of the regression model summary above show the R value of 0.718 indicates the strength of the relationship between the independent variables traditional marketing and digital marketing and the dependent variable (Y) purchase intention and this value indicates a strong relationship. Coefficient of Determination (R square) value of 0.515 indicates that 51.5% of the variation in the dependent variable Purchase intention can be explained by the combination of the independent variables traditional marketing and digital marketing. So this resear ch model is quite capable of explaining most of the variation in the data, although there is 48.5% of the variation that is still explained by other factors.

Hypothesis Testing
Simultaneous Test (F-Test)
Table 7. F-Test Result

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	734.285	2	367.143	51.527	.000[b]
	Residual	691.155	97	7.125		
	Total	1425.440	99			

a. Dependent Variable: Y (Purchase Intention)
b. Predictors: (Constant), X2 Digital Marketing, X1 Traditional Marketing
Source: Data processed, SPSS 27 (2024)

Using α value (0.05) and with the formula F_{table} = F (k ; n – k) = (3; 100 – 2) so the result value of F_{table} is 2.47, and from the table 7 shows the F_{count} is 51.527. F_{count} 51.527 > F_{table} 2.47 and the Sig value is 0.000 < α (0.05) then H3 is accepted. Based on the result, found that the value of F_{count} at 51.527 greater than F_{table} at 2.47. and the P value is 0.000 smaller than α value (0.05) So it can be said that traditional marketing (X_1) and digital marketing (X_2) have positive influence of purchase intention (Y) silmutaneously. And this H3 also means accepted and the H0 is rejected.

Partial Test (t-Test)
Table 8. t-Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	7.497	1.949		3.846	.000
	Traditional Marketing	.161	.071	.224	2.273	.025
	Digital Marketing	.716	.130	.543	5.501	.000

a. Dependent Variable: Purchase Intention
Source: Data processed, SPSS 27 (2024)

Table 4 shows that:
1. Traditional Marketing (X_1) significance value (Sig) 0.025 < α value (0.05) then there is an influence of variable (X_1) on variable (Y) and it is said that H1 is means accepted. It indicates that traditional marketing (X_1) has a positively influences on purchase intention. That is, this variable individually contributes significantly to the regression model, the H1 is accepted and we can reject the null hypothesis H0 that the coefficient for traditional marketing is zero (no effect).

2. Digital Marketing (X_2) significance value (Sig) 0.000 < α value (0.05) then there is significance influence of variable (X_2) on variable (Y) and it is said that H2 is accepted. This indicates that this variable is a very strong predictor in the model, so the H2 its means accepted and the H0 for digital marketing is also rejected.

Discussion
The Influence of Traditional Marketing and Digital Marketing on Purchase Intention

This study shows that traditional and digital marketing have a positive and significant influence on purchase intention. This is also supported by a theory called Information Processing Theory from Byrnes (1996), which explains how humans process information, from the initial stage of receiving information to finally making decisions. In the context of digital marketing, and traditional marketing. this theory helps us understand how consumers process information about the products or services that they find through online and offline. Where consumers have stages until they make a decision to buy. Where the first is with awareness, the stage where consumers first hear and encounter information about this product so that both marketing strategies play an important role by using various digital or traditional platforms to reach the target market and attract their attention. Next is the assessment where they receive good information about Tabungan emas products, and then they continue to the next step, which is the decision to buy or not. With the traditional and digital marketing strategies carried out by Pegadaian companies, this encourages consumer purchase intention in making purchasing decisions in the traditional way in the form of tv advertisements, brochures provided, agents and others, as well as digital platforms, namely with interesting video content, useful internet information and others. In this study, Digital marketing is very significance influences positively than traditional marketing, because we lived in the digital era and supported from the TAM theory explain, suggests that perceived usefulness and perceived ease of use of a technology influence an individual's intention to use it. Applied to digital marketing, if consumers find online shopping platforms and digital marketing efforts useful and easy to navigate, their intention to purchase from these platforms increases and from the data, the pegadaian consumers from Bitung city they more likely the strategy with digital platforms, but the traditional strategies its still significance influence positively because with traditional platform its still important to increase trust and awareness and can also lead the purchase intention. We can see how influential traditional and digital marketing on purchase intention in tabungan emas products, at PT. Pegadaian located in Bitung City. As we know that investment is needed for a long time, one of which is by investing in gold. for that, it is necessary to develop both strategies, so that it can be recognized by many people in Bitung City. The advancement of technology helps a company in introducing products through digital platforms and the information and trust from traditional platfroms still important. Where the traditional and digital marketing makes it very easy for consumers in the assessment of buying a product.

Traditional Marketing and Purchase Intention

Traditional marketing at Pegadaian Bitung has proven to have a positive impact on the interest in purchasing Tabungan Emas products through several key indicators. Advertising is considered useful by customers, as the ads provided by PT. Pegadaian about Tabungan Emas products help to broaden the reach of information. Brochures and Direct Sales/Agents also play an important role in providing direct and personalized explanations to consumers, building trust, and reinforcing the intention to buy. Among the consumers who attended Pegadaian's. Tradeshow/Events, they found it to be very informative and provided a direct experience, which drove their interest in purchasing. Overall, these traditional marketing strategies complement each other in increasing purchase intention of the Tabungan emas products at Pegadaian Bitung which encourages them to invest in gold through Pegadaian's products. Kalmegh (2022) found that the traditional has influences of purchase positively but that digital marketing is more has influences of purchase. Restuprayogi (2023) found that traditional marketing has a significant influence on interest in choosing a college. Mehmeti-Bajrami (2022) found that that traditional marketing also showed an above-average result, with respondents agreeing that they are informed through traditional media about new products, that traditional media are more suitable and convincing for advertising, and that they prefer shopping in physical markets. But other research such as Pascalau and Urziceanu (2020) found that traditional marketing has no significant effect, because traditional marketing has disadvantages, namely Traditional marketing can be a long and time-consuming process. the information provided in banners and tv is also still not informative and useful for consumer buying interest. and Traditional marketing is often geographically limited. TV and radio ads are only available at certain times, while print media is only available in certain areas.

Digital Marketing and Purchase Intention

Digital marketing at Pegadaian Bitung has been proven to have a positive impact on the interest in purchasing Tabungan Emas products through several key indicators. Accessibility allows consumers to easily access information about the product through various digital platforms, such as social media and websites. Informativeness ensures that consumers receive complete and useful information, while Entertainment in the form of engaging content such as educational videos and interactive promotions makes them more involved and interested. Additionally, Credibility is strengthened by positive reviews and testimonials that can be accessed online, building consumer trust in the product. The combination of these factors makes digital marketing effective in increasing consumer purchase intention in Pegadaian Bitung's Tabungan Emas products. So the digital marketing has a role important to make the customer of Pegadaian to invest gold on Tabungan Emas product. Pinca (2024) found that digital marketing strategies have a significant influence on customer purchase intentions. Jaya (2024) found significant positive effect of digital marketing on consumers' interest in purchasing Make Over beauty products. Az-Zahra and Sukmalengkawati (2022) found that digital marketing has a positive effect on consumer purchase intention.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion that can be drawn on this results study are:
1. Traditional Marketing and Digital Marketing simultaneously positively influences on Purchase Intention of Tabungan Emas product at PT. Pegadaian.
2. Traditional Marketing partially positively influences on Purchase Intention of Tabungan Emas product at PT. Pegadaian.
3. Digital Marketing partially positively influences on Purchase Intention of Tabungan Emas product at PT. Pegadaian.

Recommendation

Sugestions that researchers can provide are:
1. It is recommended to expand the scope of the population and sample in order to obtain more representative and comprehensive results. In addition, combining approaches such as integrating marketing, consumer psychology, and data analysis, can provide deeper insights. The use of diverse research methods, including a combination of quantitative and qualitative approaches, is also recommended to dig deeper into the factors that influence consumer purchase intention. This will help in developing strategies that are more effective and relevant to market needs.
2. PT Pegadaian Bitung is advised to integrate traditional and digital marketing strategies more thoroughly. While both methods have their own strengths, the combination of the two can create stronger synergies. For example, print advertisements and brochures distributed through traditional media can be complemented by interactive digital campaigns through social media and the company's website. This way, companies can effectively reach various market segments, both those who prefer traditional methods and those who are more active on digital platforms.

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