

## DISRUPTIVE MARKETING INNOVATION AS A MODERATOR OF THE INFLUENCE OF MARKETING STRATEGY ON PURCHASING DECISIONS AT THE SALATIGA CASSAVA MSME CENTER

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**Abstract:** This study aims to identify the role of disruptive marketing innovation as a moderator of the influence of marketing mix strategy, green marketing and social media marketing on purchasing decisions. This study uses a quantitative approach, with data collection techniques through surveys of consumers of Salatiga Cassava SMEs. Model and hypothesis testing uses SEM (Partial Least Square) analysis using SmartPLS. Based on the results of the analysis and discussion carried out in the previous chapter, the conclusions that can be drawn are as Marketing mix strategy has a significant effect on purchasing decisions, and disruptive marketing innovation. Green marketing does not have a significant effect on purchasing decisions but has a significant effect on disruptive marketing innovation. Social media marketing does not have a significant effect on purchasing decisions but social has a significant effect on disruptive marketing innovation. Disruptive marketing innovation has a significant effect on purchasing decisions but does not moderate or weaken the direction of the relationship between marketing mix strategy and green marketing on purchasing decisions but Marketing innovation moderates or strengthens the direction of the relationship between social media marketing on purchasing decisions.

**Keywords:** purchasing; disruptive innovation; marketing mix; green marketing; social media

### INTRODUCTION

The increasingly competitive business world requires us to understand the factors that influence consumer purchasing decisions. Purchasing decisions are something unique, because each person's preferences and objects are different from each other.

Producers must always be active and innovative in using different marketing strategies every day so that consumers are interested in buying the products or services offered (Sugiyanto, Estiana, & Pengestu, 2023). Purchasing decisions are very important because they can increase sales profits for the company, therefore the company must have promotions with quality information and can also convince consumers so that they decide to buy the product (Istikhomah & Paramita., 2023).

This research was conducted in Ledok Village, Salatiga, which is projected as a special cassava processing village in Salatiga City. Based on the observation results, a phenomenon was found, namely the main problem in the aspect of raw materials, because the quality of the current raw materials cannot be in accordance with what is expected by entrepreneurs. The quality of these raw materials depends on many factors including weather, planting time, harvesting methods, and transportation (the longer on the road, the quality of the cassava will decrease/drier).

Referring to the observation results, it is known that the percentage of cassava that is suitable for processing from Wonosobo and Temanggung supplies is greater than the cassava supplied locally. However, there are also medium-sized entrepreneurs who choose to take raw materials from local supplies. The needs of these entrepreneurs are not much, only around 1.5 tons per month, so they feel it is more practical to take from local supplies. Regarding the quality of cassava received, entrepreneurs still accept it if the amount of suitable cassava is still above 80%, although this will have an impact on increasing production costs. However, if the percentage of cassava suitable for processing is below 80%, the cassava will still be taken and will receive compensation in the form of discounts or replacements from the supplier. The monthly sales data for the Salatiga Cassava IKM center are as follows:

**Table 1.** Monthly Sales Data of Cassava Processing

No.	Processed Products	Sales (Pcs/Pack)					Percentage
		Jan	Feb	Mar	Apr	May	
1.	Cheese Cassava	2,634	2,765	2,053	1,674	1,589	-39.67
2.	Cassava Nuggets	1,203	1,136	1,142	1,089	1,057	-12.13
3.	Gemblong Cothot	985	879	889	893	874	-11.26
4.	Prol Tape	957	798	790	786	669	-30.09
5.	Cassava Chips	5,433	5,419	5,378	5,119	4,983	-8.2
6.	Cassava Getuk	2,479	2,329	2,315	2,227	1,859	-25.01

Source: BAPPEDA Salatiga City, 2024.

The data above shows that the biggest decline in sales was in cassava cheese products with a sales decline of 39.67%. Next is the pastel product which experienced a decline of 30.09%. Meanwhile, cassava getuk products experienced a decline of 25.01%. Combrow basil products also experienced a decline of 12.13%, and gemblong cothot products were also recorded as experiencing a decline of 11.26%. And finally there are cassava chips products with a sales decline of 8.2%. From these data, it can be concluded that the decline in sales of the main product in Kampung Singkong Salatiga can be caused by a marketing strategy that is not yet optimal, while at this time, digital marketing is very developed, so that it requires business actors to be more creative and innovative in marketing their products. Thus, it is important for MSMEs to be able to create a special marketing strategy, in order to compete in the current disruptive era.

The phenomenon of disruptive innovation can affect consumer purchasing decisions, because today's consumers are digital immigrants who have been in touch and exposed directly to digital devices. They are already very adept at utilizing these digital devices, whether just to play games or to access information circulating on the internet, including purchasing products and services.(Imambachri & Purnama Dewi, 2022).

The influence of Marketing Mix Strategy on purchasing decisions cannot be viewed separately. Each element of the marketing mix interacts with each other and shapes the consumer's overall perception of the product and brand.(Petmee, Khowjoy, Sriplang, Kaewsrem, & Chayomchai, 2022). Marketing Mix Strategy cannot be separated from the analysis of purchasing behavior that can meet consumer needs, and why consumers should buy the product.(Chotikul, N., Kraisanti, K., Pantarak, P. & Riyapun, 2022). Overall, the Marketing Mix Strategy is a very effective tool in influencing consumer purchasing decisions. By understanding

and optimizing the four elements of the marketing mix, companies can create a comprehensive and adaptive marketing strategy, which will ultimately increase their competitiveness and success in the market.

Other factors outside the marketing mix strategy that influence purchasing decisions are Green Marketing. As technology advances, consumers become smarter in choosing the products they need. Increasing competition in the market has increased the number of alternative purchasing choices for consumers, where people tend to choose environmentally friendly products. To overcome this, one of the marketing tactics that has an impact on increasing sales volume is implementing a green marketing mix.(Irsalina & Susilowati, 2023). Green product research or commonly known as environmentally friendly products is indeed quite expensive compared to non-green products, so the average price of green products is usually higher than normal products. Successful marketing of environmentally friendly products is supported by green places and green promotions that are in accordance with the company's environmentally friendly advertising. Green marketing strategies with green marketing mixes will generate positive responses from consumers and attract them to buy.(K. Roy, K., Chatterjee, 2016). This further emphasizes the direction of the relationship related to Green Marketing, where green products and green places have a significant influence on purchasing decisions.

Good marketing also needs to be supported by good social media marketing. Social media marketing in this study is a form of marketing used to create awareness, recognition, memory and even action towards a brand, product, business, individual, or group either directly or indirectly by using tools from social websites such as blogging, microblogging, and social networking.(Upadana et al., 2020). Social media plays a role when companies build individual relationships with customers and gives companies the opportunity to access customers(Ghana & India, 2023). Study(Angelyn & Kodrat, 2021), shows that social media marketing has a significant influence on purchasing decisions. This result is in line with research(Ghana & India, 2023). Different results were shown by the research.(Muslim, 2018)which found that social media marketing did not have a significant influence on purchasing decisions.

Beyond marketing mix strategies, green marketing, and social media marketing, there is something called Disruptive Innovation. Disruptive Innovation is related to new developments that significantly change the existing mode of business operations.(Corporate Finance International, 2022). Disruptive Innovation changes the way existing companies do business and negatively impacts companies that fail to adapt. Because of such innovation, products that were once only available to the wealthy are now available to a wider consumer population.(Akpan, Mfon, & Ibok, 2022). The impact of disruptive innovation is very broad, including on UMKM industry players in Indonesia, especially in Salatiga. UMKM that cannot synergize with the direction of change will certainly experience a very significant decline in product sales.(Russia, 2022).

Based on the existing problems, namely a decline in sales in *main product* cassava processing in Kampung Singkong Salatiga, and the failure to achieve certain marketing targets that have been set by the UMKM management. So, the problem in this study is How to increase the resale of cassava processed main products using a marketing mix strategy, by adding green marketing factors, and disruptive marketing innovation as a special factor in developing sales strategies so that consumers are interested in buying back cassava processed products sold by UMKM in the Kampung Singkong Salatiga area. In this study, the disruptive marketing innovation variable also acts as a moderating variable that is expected to be able to explain more deeply the influence of marketing mix strategies and green marketing on purchasing decisions.

## METHODS

This study uses a quantitative descriptive approach. The Likert scale is also included in this study. The location used by the researcher is Salatiga City, The reason for the study is because many people buy processed cassava products, Data obtained from questionnaires distributed to several respondents who buy processed cassava products. In conducting this study, the time needed is 7 months starting from observation to making data results and research conclusions from October 2024 to April 2025.

In this study, the population is all consumers who buy cassava processed products in July 2024. Because the number of consumers changes every day, the researcher does not get valid data.

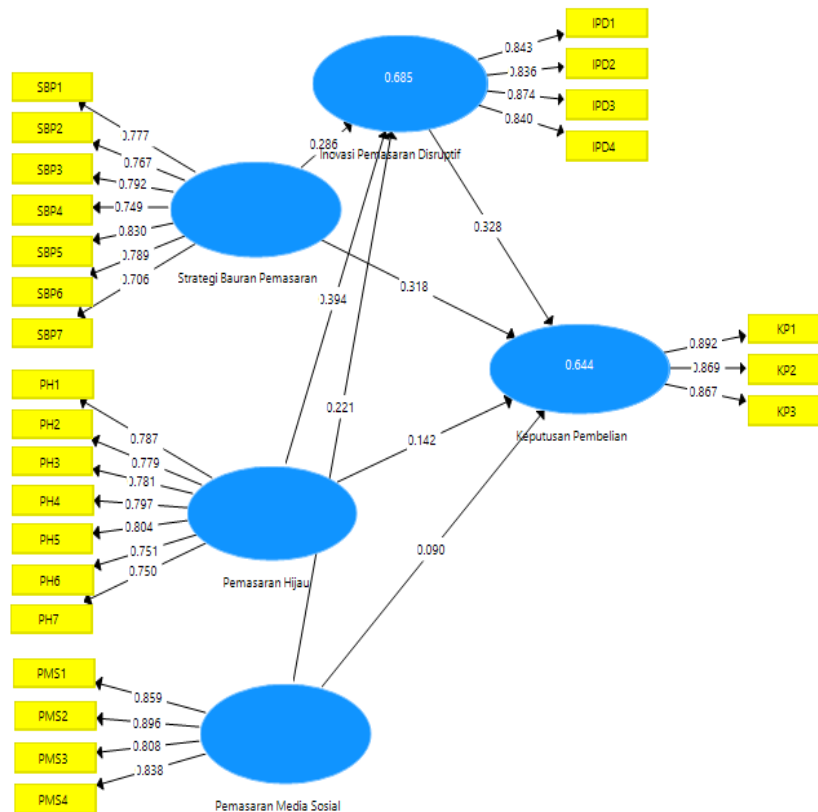
Therefore, the population size is infinite. In this study, the indicators studied were 34 indicators, namely: 5 indicators of purchasing decision variables, 7 indicators of marketing mix strategies, 5 indicators of green marketing, 9 indicators of social media marketing, and 8 indicators of disruptive marketing innovation. Furthermore, from the sample size range of 5-10, the sample size chosen was 5 with the consideration that the number of samples was in accordance with the opinion(Ferdinand, 2014: 75)that for SEM, the number of samples is between 100-200. Based on the explanation above, the number of samples in this study is determined through the formula: number of indicators x 5, so  $34 \times 5 = 170$ . Thus, the number of samples in this study is 170 respondents. The sampling technique in this study uses a non-probability technique. Researchers use non-probability sampling with the sampling technique in this study is accidental sampling, namely anyone who randomly meets the researcher is used as a sample if the person met is considered suitable as a data source, namely consumers who have visited the Salatiga Cassava IKM Center(Sugiyono, 2021:128).

Primary data is data that can be obtained directly from respondents related to marketing mix strategies, green marketing, social media marketing, disruptive marketing innovations on purchasing decisions and their moderating effects. In this case, the data was obtained directly from respondents, namely all consumers who buy cassava processed products at the Salatiga Cassava IKM Center. Secondary data is data obtained from literature studies, including through literature to complete data related to this study.

## FINDING AND DISCUSSION

### Outer Model Analysis

The measurement model or outer model shows how each indicator block relates to its latent variables. then Outer Model analysis is carried out by testing the validity and reliability of the data used. The results of the Outer Model test are as follows:



Source: Processed primary data, 2025

Figure 1. Outer Model

### Convergent Validity

Convergent Validity is an indicator that is assessed based on the correlation between item score/component score and construct score, which can be seen from the standardized loading

factor which describes the magnitude of the correlation between each measurement item (indicator) and its construct. The individual reflexive measure is said to be high if it correlates > 0.7 with the construct to be measured, while according to Chin as quoted by Imam Ghozali, an outer loading value between 0.5 - 0.6 is considered sufficient. The following are the results of the Convergent Validity test:

**Table 2.** Convergent Validity Test Results

No	Indicator	Loading Factor Value	Information
1		0.892	Valid
2	Purchase Decision (Y)	0.869	Valid
3		0.867	Valid
4		0.777	Valid
5		0.767	Valid
6	Marketing Mix Strategy (X1)	0.792	Valid
7		0.749	Valid
8		0.830	Valid
9		0.789	Valid
10		0.706	Valid
11		0.787	Valid
12		0.779	Valid
13		0.781	Valid
14	Green Marketing (X2)	0.797	Valid
15		0.804	Valid
16		0.751	Valid
17		0.750	Valid
18		0.859	Valid
19	Social Media Marketing (X3)	0.896	Valid
20		0.808	Valid
21		0.838	Valid
22		0.843	Valid
23	Disruptive Marketing Innovation (Z)	0.836	Valid
24		0.874	Valid
25		0.840	Valid

Source: Processed primary data, 2025

Based on Table 2 above, the loading factor value for all statement items is > 0.70 and is declared valid.

### **Discriminant Validity**

**Table 2.** Discriminant Validity Test Results

Variables	AVE Value	Information
Marketing Mix Strategy	0.599	Valid
Green Marketing	0.607	Valid
Social Media Marketing	0.724	Valid
Buying decision	0.767	Valid
Disruptive Marketing Innovation	0.720	Valid

Source: Processed primary data, 2025

### **Composite reliability**

*Composite reliability* is an indicator to measure a construct that can be seen in the latent variable coefficients view. To evaluate composite reliability there are two measuring instruments, namely internal consistency and Cronbach's alpha. In this measurement, if the value achieved is > 0.70, it can be said that the construct has high reliability. The following are the values of Cronbach's alpha and composite reliability in the table:

**Table 3.** Composite Reliability Test Results

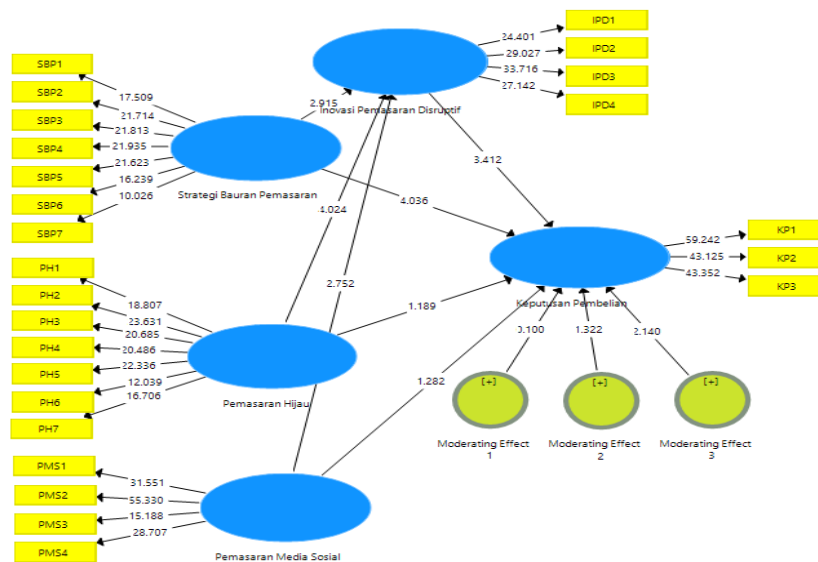
Variables	Cronbach's Alpha	Composite Reliability	Information
Marketing Mix Strategy	0.888	0.912	Reliable
Green Marketing	0.892	0.915	Reliable
Social Media Marketing	0.873	0.913	Reliable
Buying decision	0.849	0.908	Reliable
Disruptive Marketing Innovation	0.870	0.911	Reliable

Source: Processed primary data, 2025

Based on Table 3, the Cronbach's Alpha and Composite Reliability values above, it is concluded that all variables are declared reliable because the Cronbach's alpha and composite reliability values are > 0.6.

**Structural Model or Inner Model**

The structural model or inner model shows the relationship or estimated strength between latent variables or constructs based on substantive theory.



Source: Processed primary data, 2025

**Figure 2.** Inner Model

**a. R-Square**

**Table 4.** R Square and Adjusted R Square Test Results

Variables	R Square	R Square Adjusted
Buying decision	0.685	0.680
Disruptive Marketing Innovation	0.644	0.635

Source: Processed primary data, 2025

Based on Table 4, it shows that the R2 value for the variable Buying decision of 0.685 which means 68.5% of the variables Buying decisions simultaneously influenced by the variables of marketing mix strategy, green marketing and social media marketing, while the remaining 31.5% can be explained by other variables outside the research model. The R2 value of the Disruptive Marketing Innovation variable is 0.644, which means that 64.4% of the Disruptive Marketing Innovation variable is simultaneously influenced by the variables of marketing mix strategy, green marketing and social media marketing, while the remaining 35.6% can be explained by other variables outside the research model.

b. *f-Square*

**Table 5. f Square Test Results**

Variables	Buying decision	Disruptive Marketing Innovation
Marketing Mix Strategy	0.080	0.079
Green Marketing	0.012	0.122
Social Media Marketing	0.010	0.069
Disruptive Marketing Innovation	0.095	-

Source: Processed primary data, 2025

Based on Table 5, it is known that the f-square value of the marketing mix strategy variable has a value of  $0.02 < 0.080 < 0.15$ , so it can be concluded that the ability of the marketing mix strategy to explain purchasing decisions is relatively weak. The f-square value of the green marketing variable has a value of  $0.02 < 0.012 < 0.15$ , so it can be concluded that the green marketing variable in explaining purchasing decisions is relatively weak. The f-square value of the social media marketing variable has a value of  $0.02 < 0.010 < 0.15$ , so it can be concluded that the green marketing variable in explaining purchasing decisions is relatively weak. The f-square value of the disruptive marketing innovation variable has a value of  $0.15 < 0.095 < 0.35$ , so it can be concluded that the disruptive marketing innovation variable in explaining purchasing decisions is relatively moderate.

**1. Hypothesis Testing**

Hypothesis testing is conducted to determine the results of the direct influence on the dependent variable stated in the hypothesis. This test is conducted using the bootstrapping method using smartPLS 3.0. So that the hypothesis acceptance criteria are  $H_a$  accepted when the  $t$ -statistic  $> 1.96$ . To accept the hypothesis using probability,  $H_a$  is accepted if the  $p$  value  $< 0.05$ . The following are the results of the hypothesis testing explained in the table as follows:

**Table 6. Test Results Hypothesis/Path Coefficient**

No	Direct Effect	Original Sample	T Statistics	P Value	Information
1	Marketing Mix Strategy ---> Purchasing Decision	0.380	4.036	0.000	H1 Accepted
2	Green Marketing ---> Purchase Decisions	0.124	1.189	0.235	H2 Rejected
3	Social Media Marketing ---> Purchase Decision	0.108	1.282	0.200	H3 Rejected
4	Marketing Mix Strategy ---> Disruptive Marketing Innovation	0.286	2.915	0.004	H4 Accepted
5	Green Marketing ---> Disruptive Marketing Innovation	0.394	4.024	0.000	H5 Accepted
6	Social Media Marketing ---> Disruptive Marketing Innovation	0.221	2,752	0.006	H6 Accepted
7	Disruptive Marketing Innovation ---> Purchase Decision	0.315	3.412	0.001	H7 Accepted

Source: Processed primary data, 2025

Based on Table 6, the path coefficient test shows the influence of the independent variable on the dependent variable. The results can be explained as follows:

a. Marketing Mix Strategy on Purchasing Decisions.

Variables marketing mix strategy shows a  $\beta$  value of 0.380,  $p$ -values of 0.000 are less than 5%, and the  $T$ -statistic value is 4.036 is greater than 1.97. This shows that marketing mix strategy has a positive and significant influence on the decision to purchase processed cassava products at the Kampung Singkong Salatiga IKM Center, so  $H_1$  is accepted.

b. Green Marketing on Purchasing Decisions.

The green marketing variable shows a  $\beta$  value of 0.124, the p-value of 0.235 is greater than 5%, and the T statistic value is 1.189 is smaller than 1.97. This shows that green marketing does not have a significant effect on purchasing decisions for cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H2 is rejected.

c. Social Media Marketing on Purchasing Decisions.

The social media marketing variable shows a  $\beta$  value of 0.108, p-values of 0.200 are greater than 5%, and the T-statistic value is 1.282 is smaller than 1.97. This shows that social media marketing does not have a significant effect on purchasing decisions for cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H3 is rejected.

d. Marketing Mix Strategy towards Disruptive Marketing Innovation.

The marketing mix strategy variable shows a  $\beta$  value of 0.286, p-values of 0.004 are smaller than 5%, and the T-statistic value is 2.915 is greater than 1.97. This shows that the marketing mix strategy has a positive and significant effect on disruptive marketing innovation of cassava processed products at the Kampung Singkong Salatiga IKM Center, so H4 is accepted.

e. Green Marketing towards Disruptive Marketing Innovation.

The green marketing variable shows a  $\beta$  value of 0.394, p-values of 0.000 are less than 5%, and the T-statistic value is 4.024 is greater than 1.97. This shows that green marketing has a positive and significant effect on disruptive marketing innovation of cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H5 is accepted.

f. Social Media Marketing towards Disruptive Marketing Innovation.

The social media marketing variable shows a  $\beta$  value of 0.221, the p-value of 0.006 is smaller than 5%, and the T-statistic value is 2.752 is greater than 1.97. This shows that social media marketing has a positive and significant effect on disruptive marketing innovation of cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H6 is accepted.

g. Disruptive Marketing Innovation on Purchasing Decisions.

The disruptive marketing innovation variable shows a  $\beta$  value of 0.315, p-values of 0.001 are smaller than 5%, and the T-statistic value is 3.412 is greater than 1.97. This shows that disruptive marketing innovation has a positive and significant effect on purchasing decisions for cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H7 is accepted.

2. Moderation Test

Table 7. Moderation Test Results/Moderated Regression Analysis

No	Moderated Regression Analysis	Original Sample	T Statistics	P Value	Information
1	Marketing Mix Strategy ---> Disruptive Marketing Innovation ---> Purchasing Decision	0.009	0.100	0.920	H8 Rejected
2	Green Marketing ---> Disruptive Marketing Innovation ---> Purchase Decisions	0.159	1,322	0.187	H9 Rejected
3	Social Media Marketing---> Disruptive Marketing Innovation ---> Purchase Decision	-0.186	2.140	0.033	H10 Accepted

Source: Processed primary data, 2025

Based on Table 7 testing *Moderated Regression Analysis* shows the influence of moderating variables on the relationship between independent variables and dependent variables. The results can be explained as follows:

a. Marketing Mix Strategy on Purchasing Decisions through Disruptive Marketing Innovation.

The marketing mix strategy variable shows a  $\beta$  value of 0.009, the p-value of 0.920 is greater than 5%, and the T-statistic value is 0.100 is smaller than 1.97. This shows that disruptive marketing innovation does not strengthen or weaken the direction of the

relationship between disruptive marketing strategies and purchasing decisions for cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H8 is rejected.

b. MarketingGreen on Purchasing Decisions through Disruptive Marketing Innovation.

The green marketing variable shows a  $\beta$  value of 0.159, the p-value of 0.187 is greater than 5%, and the T statistic value is 1.322 is smaller than 1.97. This shows that disruptive marketing innovation does not strengthen or weaken the direction of the relationship between green marketing and purchasing decisions for cassava processed products at the IKM Center of Kampung Singkong Salatiga, so H9 is rejected.

c. MarketingSocial Media on Purchasing Decisions through Disruptive Marketing Innovation.

The social media marketing variable shows a  $\beta$  value of -0.186, the p-value of 0.033 is smaller than 5%, and the T statistic value is 2.140 is greater than 1.97. This shows that disruptive marketing innovation is able to strengthen the direction of the relationship between social media marketing and purchasing decisions for cassava processed products at the Kampung Singkong Salatiga IKM Center, so that H10 is accepted.

## Discussion of Research Results

### 1. Marketing Mix Strategy has a significant influence on Purchasing Decisions.

Based on Table 6 it shows that marketing mix strategy has a positive and significant influence on purchasing decisions for processed cassava products at the Kampung Singkong Salatiga IKM Center. The right strategy in introducing cassava processed products, such as cassava getuk, cheese cassava, and pastelo, can increase consumer awareness of the uniqueness and superiority of these products. Setting prices that are in accordance with people's purchasing power, using social media and e-commerce platforms for promotion, and effective distribution expand market reach and increase ease of product access. All of these elements synergistically drive higher purchasing decisions, increase sales volume, and strengthen the position of the Salatiga Cassava IKM Center as a leading producer of cassava-based products.

The results of this study are in line with research conducted by Sugiyanto et al., (2023), (Elva Syavita & Hanif, 2023), Mulyati (2023) and Hanifah et al., (2022), which revealed that marketing mix strategy has a significant influence on purchasing decisions.

### 2. Green Marketing does not have a significant effect on Purchasing Decisions.

Based on Table 6 it shows that Green marketing does not have a significant effect on purchasing decisions for processed cassava products at the Salatiga Cassava Village IKM Center. Green marketing, despite its relevance in increasing environmental awareness and creating a positive corporate image, does not have a significant influence on purchasing decisions for processed cassava products at the Salatiga Cassava IKM Center. The concept of green marketing focuses on the use of environmentally friendly raw materials, sustainable production processes, and recyclable packaging. However, the results of the study indicate that consumer preferences for environmentally friendly factors have not been a top priority in determining the choice of purchasing processed cassava products such as cheese cassava, cassava getuk, or pastelo. Consumers tend to consider price factors, taste quality, and product availability more than the sustainability aspects offered through green marketing. Thus, although green marketing can improve the overall brand image, its impact on product purchasing behavior at the Salatiga Cassava IKM Center is proven to be insignificant and needs to be balanced with other marketing strategies that are more in line with local market preferences.

The results of this study are not in line with research conducted by Iqbal et al., (2023), (Durgude, Satya, Ranjan, Sawant, & Chavan, 2022) and (Irsalina & Susilowati, 2023), which revealed that green marketing has a significant influence on purchasing decisions.

### 3. Social Media Marketing is not has a significant influence on Purchasing Decisions.

Based on Table 6 it shows that social media marketing does not have a significant effect on purchasing decisions for cassava processed products at the Salatiga Cassava IKM Center. Marketing through social media, despite having great potential in reaching consumers widely and effectively, has not had a significant effect on purchasing decisions for processed

cassava products at the Salatiga Cassava IKM Center. Marketing strategies that utilize platforms such as Facebook, Instagram, and WhatsApp are often used to promote products such as cheese cassava, cassava getuk, and pastelo in the hope of increasing purchasing interest. However, the results of the study show that the use of social media has not been able to directly encourage consumers to make purchases. This could be due to several factors, such as a lack of interesting and relevant content, less than optimal interaction with customers, or low consumer trust in online purchases for local cassava processed products. In addition, consumer habits in choosing products through direct recommendations or direct experiences in physical stores are more dominant than the influence of digital marketing. Thus, although social media is important as a communication and branding channel, this strategy needs to be integrated with other more relevant marketing approaches to significantly increase purchasing decisions.

The results of this study are not in line with research conducted by (Angelyn & Kodrat, 2021), and (Taufik et al., 2022), which revealed that social media marketing has a significant influence on purchasing decisions.

4. Marketing Mix Strategy has a significant influence on Disruptive Marketing Innovation.

Based on Table 6 it shows that marketing mix strategy has a positive and significant influence on disruptive marketing innovation cassava processed products at the Salatiga Cassava IKM Center. The marketing mix strategy has a significant influence on the implementation of disruptive marketing innovations in cassava processed products at the Salatiga Cassava IKM Center. The marketing mix consisting of product, price, place, and promotion elements allows business actors to create new approaches that change the way cassava processed products are marketed. Disruptive marketing innovations include the use of creative strategies that are different from traditional practices, such as presenting products with unique flavor variants, introducing innovative packaging that is more attractive and environmentally friendly, and optimizing digital technology to improve consumer experience. For example, implementing more interactive promotions through social media with short video-based campaigns, or collaborating with local influencers, can significantly expand marketing reach. Competitive price adjustments with bundling methods or special offers can create attractive added value for consumers. Distribution that adopts a marketplace platform facilitates access to purchases, shifting conventional practices towards more modern and digital-based marketing. This strategy builds disruptive innovations that break old marketing patterns and introduce new ways that are more responsive to changing market needs, significantly boosting the competitiveness of cassava processed products in both local and national markets.

The results of this study are in line with research conducted by Akpan et al., (2022) and The Mutants (2020) revealed that marketing mix strategy has a significant influence on disruptive marketing innovation.

5. Green Marketing has a significant influence on Disruptive Marketing Innovation.

Based on Table 6 it shows that Green marketing has a positive and significant impact on innovation Disruptive Marketing cassava processed products at the Salatiga Cassava IKM Center. Green marketing has a significant influence on the implementation of disruptive marketing innovations in cassava processed products at the Salatiga Cassava IKM Center. The concept of green marketing, which emphasizes sustainable and environmentally friendly business practices, drives changes in the way companies introduce and market products to consumers. Initiatives such as the use of organic raw materials, recyclable packaging, and production processes that reduce negative impacts on the environment create attractive differentiation in the market.

Disruptive marketing innovations rooted in green marketing include unique strategies such as educating consumers about the health and sustainability benefits of products through interactive and engaging digital campaigns. In addition, creating brands that focus on environmental values can replace traditional ways of building customer loyalty. Thus, adopting green marketing not only updates the way marketing is done but also expands the

market segment that cares about sustainability issues. The Salatiga Cassava IKM Center, which utilizes this approach, can position cassava processed products such as getuk and cheese cassava as choices that are not only delicious but also environmentally friendly, generating greater appeal and driving marketing innovation that is relevant to today's consumer trends.

The results of this study are in line with research conducted by (Abu-Ghazaleh, 2020) and (Durgude et al., 2022), which reveals that green marketing has a significant influence on disruptive marketing innovation.

6. Social Media Marketing has a significant influence on Disruptive Marketing Innovation.

Based on Table 6 it shows that social media marketing has a significant influence on disruptive marketing innovation of cassava processed products at the Salatiga Cassava IKM Center. Social media marketing has a significant influence on disruptive marketing innovation of cassava processed products at the Salatiga Cassava IKM Center.

Social media platforms such as Instagram, Facebook, and TikTok provide ample space for businesses to create different and creative marketing strategies, far beyond traditional marketing approaches. Disruptive marketing innovations that utilize social media can include creating engaging visual content, such as video tutorials on recipes using cassava products, or involving local influencers to increase product appeal. In addition, interactive features such as polls, giveaways, and live customer reviews can build stronger engagement with consumers, creating personalized experiences that drive brand loyalty.

Social media also enables the adoption of data-driven marketing, where businesses can analyze consumer preferences and behavior to tailor more relevant offerings. By utilizing social media, Sentra IKM Singkong Salatiga can introduce products such as cheese cassava, cassava getuk, and pastelito to a wider audience, driving significant changes in the way products are promoted, distributed, and sold, thus accelerating innovative transformation in marketing that is more effective and responsive to modern market dynamics.

The results of this study are in line with Angelyn & Kodrat (2021) and Mohamad Rizan, Fikka Diaz Azzahra, (2021) and Robertson et al., (2021) who stated that social media marketing has a significant influence on disruptive marketing innovation.

7. Disruptive Marketing Innovation has a significant influence on Purchasing Decisions.

Based on Table 6 it shows that Disruptive marketing innovation has a significant influence on purchasing decisions of cassava processed products at the Salatiga Cassava IKM Center. Disruptive marketing innovation has a significant influence on purchasing decisions for cassava processed products at the Salatiga Cassava IKM Center. This innovation introduces a different approach from traditional marketing methods, by creating more creative, efficient, and technology-based strategies to attract consumer interest. Disruption in marketing can include the development of unique product variants, the use of innovative and attractive packaging, and the implementation of digital platforms to facilitate the purchasing process and expand market reach. For example, the implementation of digital marketing strategies that utilize social media and e-commerce provides a new experience for consumers, which is faster, more practical, and more informative.

Creative campaigns that highlight the advantages of processed cassava products, such as cheese cassava, cassava getuk, or pastelito, increase brand awareness and strengthen the product's image as a modern and relevant choice. In addition, disruptive innovations in promotions, such as collaboration with public figures or providing incentives through loyalty programs, can encourage consumers to try and buy products. As a result, disruptive marketing innovations not only create added value felt by consumers but also strengthen purchasing motivation, increase trust levels, and increase the likelihood of repeat purchases. Thus, this innovative strategy is a key factor in influencing and improving purchasing decisions at the Salatiga Cassava IKM Center, which contributes to sustainable sales growth and competitive advantage in the market.

8. Disruptive Marketing Innovation does not moderate or weaken the direction of the relationship between Marketing Mix Strategy and Purchasing Decisions.

Based on Table 4.12 it shows that innovation pDisruptive marketing does not moderate or weaken the direction of the relationship between the influence of marketing mix strategies on purchasing decisions for cassava processed products at the Kampung Singkong Salatiga IKM Center. The presence of disruptive marketing innovation does not change the strength or direction of influence on purchasing decisions. This indicates that disruptive marketing innovation runs independently and does not strengthen or weaken the role of marketing mix strategies in influencing consumer decisions. For example, the application of creative promotional methods through social media or unique packaging that reflects disruptive innovation may attract consumers' attention, but the final decision to buy is still more influenced by conventional marketing mix elements such as competitive prices and product quality that meets expectations. In other words, although disruptive marketing innovation creates significant changes in the way products are promoted, marketing mix strategies remain the main foundation that influences purchasing behavior. Therefore, disruptive innovation plays a more important role as an additional approach that enriches consumer experience but does not directly moderate the relationship between marketing mix and purchasing decisions.

9. Disruptive Marketing Innovation does not moderate or weaken the direction of the relationship between Green Marketing and Purchasing Decisions.

Based on Table 4.12 it shows that innovation pdisruptive marketing does not strengthen or weaken the direction of the relationship between green marketing and purchasing decisions for processed cassava products at the Kampung Singkong Salatiga IKM Center. Although green marketing focuses on environmental sustainability through the use of environmentally friendly materials, energy-efficient production processes, and recyclable packaging, the presence of disruptive marketing innovations does not affect the strength of the relationship between these strategies and consumer purchasing decisions. In this context, although disruptive innovations bring significant changes in the way products are marketed, such as the use of digital platforms, creative campaigns based on sustainability values, or collaboration with environmentally conscious communities, purchasing decisions are still more influenced by the core factors of green marketing itself.

Consumers may value green values, but their impact on purchasing decisions is neither strengthened nor weakened by disruptive marketing innovations. This may be because consumer preferences in choosing products are often influenced by immediate needs such as price, quality, and availability, while sustainability aspects, although important, are not always the main determinant in the decision-making process. Thus, disruptive marketing innovations act as complementary strategies that create variation in the way green marketing is delivered, but do not change the direction or strength of green marketing's influence on purchasing decisions. Therefore, the effectiveness of green marketing needs to be continuously improved through increasing consumer awareness, without relying too much on disruptive innovation as a strengthening factor in the relationship.

10. Disruptive Marketing Innovation Moderates or Strengthens the direction of the relationship between Social Media Marketing and Purchasing Decisions.

Based on Table 4.12 it shows that innovation pDisruptive marketing moderates or strengthens the direction of the relationship between social media marketing and purchasing decisions. Effective social media marketing, which leverages platforms like Instagram, Facebook, and TikTok to reach consumers broadly, has a significant impact on purchasing behavior. When social media marketing is combined with elements of disruptive innovation, such as the use of trend-based creative content, interactive videos, or direct shopping features on social media, the impact becomes even stronger.

Disruptive marketing innovations enrich the user experience by creating a different and fresh approach to marketing communications. For example, a story-based campaign that uses local influencers to promote cassava processed products in a personal and relatable way can

increase consumer engagement. In addition, the use of augmented reality (AR) technology to try on packaging virtually is another example of a disruptive strategy that can attract attention and increase purchase intentions. With the moderation of disruptive marketing innovations, social media marketing becomes more dynamic and relevant to the needs of modern consumers. This increases the effectiveness of promotional campaigns, accelerates consumer decision-making, and encourages repeat purchases. Therefore, the relationship between social media marketing and purchasing decisions becomes stronger, as disruptive innovations create competitive advantages that increase consumer appeal and trust in the products offered.

## CONCLUSION

Based on the results of the analysis and discussion conducted in the previous chapter, the conclusions that can be drawn are as Marketing mix strategy has a significant effect on purchasing decisions, and disruptive marketing innovation. Green marketing does not have a significant effect on purchasing decisions but has a significant effect on disruptive marketing innovation. Social media marketing does not have a significant effect on purchasing decisions but social has a significant effect on disruptive marketing innovation. Disruptive marketing innovation has a significant effect on purchasing decisions but does not moderate or weaken the direction of the relationship between marketing mix strategy and green marketing on purchasing decisions but Marketing innovation moderates or strengthens the direction of the relationship between social media marketing on purchasing decisions.

Some suggestions that researchers can make in relation to the research results and discussions carried out are that the Manager of the Salatiga Cassava Village IKM Center is expected to be able to...harmoniously integrate marketing mix strategies, green marketing, and social media marketing. Products that have sustainable value must be promoted well, especially to consumers who care about the environment. The use of environmentally friendly materials, energy-efficient production processes, and recyclable packaging are added values that can increase product competitiveness. In addition, the Manager of the Kampung Singkong Salatiga IKM Center needs to adopt disruptive marketing innovations to enrich their marketing methods. The use of the latest technology, such as augmented reality (AR) or trend-based campaigns, can strengthen marketing messages and attract more consumers. In addition, marketing through social media must be more creative and interactive, for example by using attractive visual content or collaborating with influencers to expand market reach. This will strengthen relationships with consumers and accelerate purchasing decisions. For further researchers, it is recommended that they include other factors so that this research can develop further and can influence purchasing decisions for consumers and consumer affordability to buy cassava processed products at the Kampung Singkong Salatiga IKM Center.

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