

THE EFFECT OF DIGITAL MARKETING MIX ON CONSUMERS PURCHASES INTENTION

Sulistijono¹, Asep Kadarisman²

¹Prodi S1 Desain Komunikasi Visual, Fakultas Industri Kreatif, Universitas Telkom, Bandung, Indonesia

²Prodi S1 Desain Komunikasi Visual, Fakultas Industri Kreatif, Universitas Telkom, Bandung, Indonesia

1listijo58@yahoo.co.id 2kadarismanasep28@yahoo.com

Abstract. The Digital Marketing Mix is one of the elements used by marketers in marketing their products aimed at building consumers purchase intention. Digital marketing provides a framework for comparing existing services with competitors and can also be used as a mechanism to generate alternative strategic sales approaches. The research was conducted using quantitative methods, with a total sample of 100 respondents using online shopping for Lazada. The research data was processed using Statistical Package for the Social Sciences (SPSS) 2.0. The results showed that the variable Digital Marketing Mix had a significant simultaneous effect on consumers purchase interest of 76.359 percent. These results indicate that the people of Bandung are very interested in shopping at the Lazada online shopping site. The results of partial studies indicate that the digital marketing mix partially influences consumers purchase intention, but the promotion dimension still needs to be increased so that buying interest that arises from consumers increases.

Keywords: Digital Marketing Mix, Consumers Purchase Intention

INTRODUCTION

The Digital Marketing Mix is one of the elements used by marketers in marketing their products aimed at building consumers purchase intention. According to Reinartz and Kumar (2003); Reinartz et al (2005), Digital Marketing can help marketing to improve marketing performance and profits. Digital channels offer opportunities for efficient spending to be able to establish relationships with consumers and increase consumer loyalty.

Digital marketing itself also has far reaching implications for the interests of various different elements in the mix for many markets, leaving aside whether the company is directly involved in e-commerce transactions. As a result, the marketing mix is a useful framework for informing strategy development. Digital marketing provides a framework for comparing existing services with competitors and can also be used as a mechanism for generating alternative strategic approaches.

Quoting from Harwindra Yoga Prasetya and Adi Nurmahdi, digital marketing (or also called internet marketing or online marketing) is associated with direct marketing because companies that carry out digital marketing activities can shorten the supply chain or supply chain, and of course can reduce operational costs. Reducing operational costs will certainly have a positive impact both for the company and for users as consumers.

In 2008 the Indonesian government issued a regulation governing internet transactions, whereby Article 1 paragraph (4) of Law no. 11 of 2008 concerning Information and Electronic Transactions states that: "Electronic Documents are any Electronic Information that is made, transmitted, sent, received, or stored in analog, digital, electromagnetic, optical, or the like, which can be seen, displayed and / or be heard through a Computer or Electronic System, including but not limited to writing, sound, images, maps, designs, photographs or the like, letters, signs, numbers, Access Codes, symbols or perforations that have meaning or meaning or can be understood by people who able to understand it "

The following are the 10 online sales sites most frequently visited by Indonesians in the June 2017 data version of inione:

Table 1. The top ten ranking consists of four e-commerce sites and six marketplaces

Top Performing Online Consumer Goods Retailers in Indonesia						
	Total Digital Population (2016)	Monthly (2016)	Quarterly (2016)	Total Advertiser (2016)	Total Users (2016)	Prod. Advertiser per Value
1	21,495	15,464	6,567	936	352	1
2	15,556	13,837	2,651	935	422	1.5
3	14,401	13,006	2,727	1,548	336	4.7
4	11,873	6,535	5,300	408	285	1.6
5	11,539	11,536	1,879	418	336	0.8
6	11,301	10,873	763	2,169	136	16
7	10,407	8,971	2,205	409	193	2.4
8	9,012	6,626	423	396	493	0.8
9	7,689	7,641	333	76	91	0.8
10	5,823	5,673	327	81	88	0.9

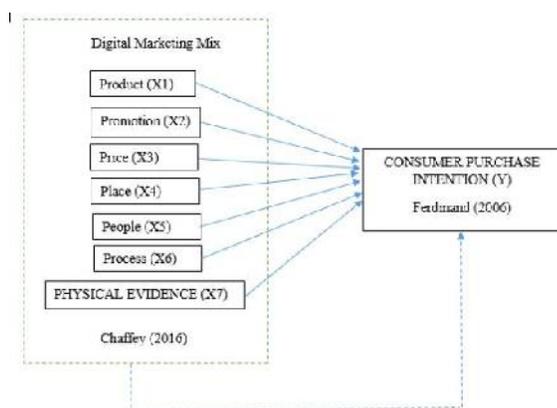
Source: www.ilmuonedata.com (2018)

The data above shows that data from the top 10 ranking consists of 4 e-commerce and 6 marketplaces. Lazada leads all e-commerce with 21.2 million unique audiences. Meanwhile, Tokopedia leads the marketplace with 14.4 million. The top 10 ranking include Lazada, Blibli, Tokopedia, Ellevania, Matahari Mall, Shopee, Bukalapak, Zalora, Qoo10, and Blanja. This phenomenon proves that online purchasing decisions in Indonesia have very high potential. Based on Priceza's findings quoted from Jakarta, Seluler.ID stated that there are five major cities in Indonesia which are the main source of traffic to various online shops, namely Jakarta, Surabaya, Medan, Bandung and Makassar. Therefore this study was conducted to explain the effect of the digital marketing mix on consumers Purchasing intention.

RESEARCH PURPOSES.

Based on the problem formulation above, the purpose of this study is to find out: 1). Digital marketing mix in Bandung, 2). Consumers Purchase Intention in the city of Bandung, 3). The magnitude of the influence of the digital marketing mix on Consumers Purchase Intention in the city of Bandung.

FRAMEWORK



Picture 1. Framework Research
Source: Researcher Data

RESEARCH HYPOTHESIS.

Based on the framework that has been made, the hypothesis of this study is: "Digital Marketing Mix significantly influences Consumer Purchase Intention in Online Shop Sites in Bandung partially and simultaneously."

TYPES OF RESEARCH.

Based on the objectives in this study using quantitative methods. According to Sugiyono (2014: 12) quantitative methods are research methods based on the philosophy of positivism that is used to examine specific populations or samples. Data collection is done using research instruments, data analysis is quantitative in order to test the hypothesis that has been set. This type of research is descriptive, descriptive research according to Sujarweni (2015: 49) is a study conducted to determine the value of each variable, either one or

more variables that are independent without making connections or comparisons with other variables.

POPULATION AND SAMPLE.

The population in this study is LAZADA online shopping consumers in Bandung. The sampling technique used in this study is probability sampling. Probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample

member (Sugiyono, 2017: 82). The type of probability sampling used is the type of simple random sampling. The reason for using simple random sampling is because in this study the population is relatively homogeneous, namely consumers shopping online in the city of Bandung. The number of samples that will be used in this study are 100 consumers shopping online in Bandung.

DATA ANALYSIS TECHNIQUE.

This research method uses quantitative methods. According to Sugiyono (2014: 7) quantitative research methods are interpreted as scientific / scientific methods because they meet scientific principles that are concrete / empirical, objective, measurable, rational, and systematic. Data analysis techniques using descriptive analysis of multiple linear regression analysis. Multiple linear regression is basically an extension of simple linear regression, which is to increase the number of independent variables that were previously only one to two or more independent variables.

RESEARCH RESULTS AND DISCUSSION

Descriptive Research Results and Discussion. Descriptive analysis is intended to be a method of analysis by collecting, processing, presenting, and analyzing data in order to obtain a clear picture of the problem under study. Based on the results of descriptive research shows that:

1. Descriptive Results of Digital Marketing Mix Variables

Based on the results of the research description of the variable digital marketing mix (X) as a whole shows an average result of 3.84 with a good category meaning that the digital marketing mix conducted by several online sales sites is good. From the results of research on each dimension shows that the highest average value is in the product dimension 4.24 with a very good category, meaning that the products offered by online sales sites are already very good. While for the lowest average value is in the dimension of people with 2.49 with quite good category, meaning that in selling online sites the role of people is not so important, but in this case the variable people are still included in the good category.

2. Result Descriptions of Consumers Purchase Interest Variables into either category.

Table 3. Descriptive Test Results of Digital Marketing Mix Variable (X)

Variable	No	Statement	5	4	3	2	1	Total	Total Score	Average Information	Information
PROD- UCT	1	the products offered are more varied	40	37	15	6	2	100	407	4.07	Good
			40.0%	37.0%	15.0%	6.0%	2.0%	100.0%			
	2	the products offered are more branded	49	31	16	3	1	100	424	4.24	Very good
			49.0%	31.0%	16.0%	3.0%	1.0%	100.0%			
	3	the products offered are higher quality	39	32	5	18	6	100	380	3.80	Good
			39.0%	32.0%	5.0%	18.0%	6.0%	100.0%			
PROMO- TION	4	advertising in the media	38	39	20	3	0	100	412	4.12	Good
			38.0%	39.0%	20.0%	3.0%	0.0%	100.0%			
	5	direct sales	37	30	26	5	2	100	395	3.95	Good
			37.0%	30.0%	26.0%	5.0%	2.0%	100.0%			
	6	word of mouth information	26	25	19	18	12	100	335	3.35	Good
			26.0%	25.0%	19.0%	18.0%	12.0%	100.0%			
PRICE	5	discounted price	15	28	26	2	29	100	298	2.98	Good
			15.0%	28.0%	26.0%	2.0%	29.0%	100.0%			
	6	competitive price	29	37	15	12	7	100	369	3.69	Very good
			29.0%	37.0%	15.0%	12.0%	7.0%	100.0%			
	7	affordable prices	40	36	17	6	1	100	408	4.08	Very good
			40.0%	36.0%	17.0%	6.0%	1.0%	100.0%			
PLACE	8	the site is easy to access	37	35	13	11	4	100	390	3.90	Good
			37.0%	35.0%	13.0%	11.0%	4.0%	100.0%			

	9	attractive site display	38	36	20	3	3	100	403	4.03	Good
			38.0%	36.0%	20.0%	3.0%	3.0%	100.0%			
PEOPLE	10	direct service	9	15	20	28	28	100	249	2.49	Pretty good
			9.0%	15.0%	20.0%	28.0%	28.0%	100.0%			
	11	friendliness	19	13	20	25	23	100	280	2.80	Pretty good
			19.0%	13.0%	20.0%	25.0%	23.0%	100.0%			
12	quick response	43	32	19	3	3	100	409	4.09	Very good	
		43.0%	32.0%	19.0%	3.0%	3.0%	100.0%				
PROCES	13	get goods	38	36	20	3	3	100	403	4.03	Very good
			38.0%	36.0%	20.0%	3.0%	3.0%	100.0%			
	14	payment transaction	40	34	20	3	3	100	405	4.05	Very good
			40.0%	34.0%	20.0%	3.0%	3.0%	100.0%			
PHYSICAL EVIDENCE	15	goods as per picture	38	35	20	4	3	100	401	4.01	Very good
			38.0%	35.0%	20.0%	4.0%	3.0%	100.0%			
	16	goods to order	37	36	18	3	6	100	395	3.95	Very good
			37.0%	36.0%	18.0%	3.0%	6.0%	100.0%			
Total Total Score									3428	3.84	Good

Source: Researcher Processed Results (2019)

2.

Table 4. Descriptive Test Results for Consumers Purchase Intention Variables (Y)

Variabel	No	Statement	5	4	3	2	1	Total	Total Score	Average Information	Information
Purchase Intention	1	the feeling of wanting to buy a product	35	35	23	5	2	100	396	3.96	High
			35.0%	35.0%	23.0%	5.0%	2.0%	100.0%			
	2	promote the web to other people	15	25	38	12	10	100	323	3.23	High
			15.0%	25.0%	38.0%	12.0%	10.0%	100.0%			
	3	be a loyal customer	40	38	22	0	0	100	418	4.18	Very High
			40.0%	38.0%	22.0%	0.0%	0.0%	100.0%			

			%								
4	looking for information about shopping online	40	18	18	13	11	100	363	3.63	High Enough	
		40.0 %	18.0%	18.0%	13.0%	11.0%	100.0%				
Jumlah Skor Total									1500	3.75	High

Source: Researcher Processed Results (2019)

Based on the results of research the description of the variable purchase interest (Y) as a whole shows an average result of 3.75 with a high category meaning consumer buying interest towards marketing conducted online is very high. From the results of research on each dimension shows that the highest average value is in the dimension of being a loyal customer of 4.18 with a very high category, meaning that the desire of consumers to become loyal customers from one of the online sales sites is very high. Whereas the lowest average value is in the dimension of refresher web to other people

by 3.23 with a high category, meaning that consumers have the desire to refrain the web to others

Verification and Discussion Research Results.

Based on the results of data processing using SPSS 2.0 the results of the study are as follows: a. Partial Test

The partial test results using SPSS 2.0 are as follows:

Table 5. Testing Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-3.125	.851		-3.672	.000
1 PRODUCT	.528	.069	.385	7.609	.000
PROMOTION	-.066	.061	-.056	-1.079	.283
PRICE	.156	.060	.131	2.581	.011
PLACE	.300	.062	.269	4.858	.000
PEOPLE	.161	.063	.113	2.541	.013
PROCESS	.176	.048	.189	3.682	.000
PHYSICAL EVIDENCE	.217	.048	.220	4.524	.000

a. Dependent Variable: Purchase Intention

Source: Researcher Processed Results (2019)

CONCLUSIONS

1. Based on the results of descriptive analysis shows that the results of the research description of the variable digital marketing mix in the city of Bandung, especially for con-sumers online shopping sites Lazada included in the good category, meaning that overall of the dimensions of the digital marketing mix carried out is good, but lazada is expected to still make improvements so that consumers become even more satisfied.
2. Based on the results of descriptive analysis shows that the results of the research description of consumer purchase intention variables in the city of Bandung, especially for consumers Lazada online shopping sites in the high cat-egory, meaning that overall of the dimensions of con-sumer buying interest done is good, where consumers are interested in buying products - products offered by Lazada.
3. Based on the results of the study show the value of the effect simultaneously on the Digital Marketing Mix variable (X) on Purchase Intention (Y). Based on the results of the F test (simultaneous test) shows that the F value of 76.359 with a probability value (sig) of 0.000 indicates that the value of sig = 0,000 <value of α = 0.05. So it can be interpreted that H0 is rejected and H1 is accepted, meaning that the digital marketing mix has a significant simultaneous effect on purchase intention. These results indicate that the people of the city of Bandung are very interested in shopping on the Lazada online shopping site.

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