

# The Process of Product Purchasing Decision Through E-Marketing

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**Abstract**— The purpose of this research is to determine whether the online marketing can influence purchase decisions of the internet users in buying a product. The method used in this research is multiple linear regression where the data is processed by SPSS programs. The unit of analysis in this research is the Meffy Skincare consumers with 73 respondents in Bandung. The instrument used in the form of structured questionnaires with Likert scales. The results show that four factors were found to significantly influence consumer decisions, the Purchasing Transaction Process, Product Excellence, Information Clarity, and Service Excellence. Variable Purchase Transaction Process (X1) produces a calculated t value of 0.283 with a significance of 0.850 has a substantial effect on purchasing decisions. The t-test results in the Product variable (X2) produce a t value of 0.33 with a significance Excellence of 0.218. Variable Information Clarity (X3) produces a calculated t value of 0.212 with a significant 0.002, and Service Excellence (X4) produces a calculated t value of 0.203 with a significant 0.036, meaning that variable service excellence has a significant effect on decisions purchase.

**Keywords**—E-Marketing, consumer processes, purchasing decision

## I. INTRODUCTION

In this era of globalization and technology, marketing process can be applied to new technologies that are fast and capable of supporting global consumers in a short time with large funds. Companies can apply a marketing method using cheaper electronic media namely the internet, hence, the company can reduce marketing cost and increase their sales volume. By applying this marketing method, a relationship can be established between the customer and the producer [1]. The social web represents an increasingly important point of interaction between marketers and consumers [2]. Marketing through the internet allow an effort to carry out self-service practices. This means that a business can provide services to consumers without the need for human resources, reducing facilities and services via telephones.[3] Only by connecting a computer or gadget with the internet, it can be accessed and connected to the internet so that it can sell products and services well. Buyers can order products or services and make transactions without having to meet with potential customers. Online purchasing of products is dominated by teenagers both male and female because of that they sell them at various online stores.

The results of Mark Plus Insight's research in 2012 released by Markertees magazine in 2013 show that the

growth rate of internet users in Indonesia is dominated by young people from the age group of 15-30 years who access the internet through gadgets or smartphones on average. The young group dominates the growth of around 35 to 70% of internet users in Indonesia. The increasing use of mobile phones and the internet is very important by the demographic factors of consumers who are inseparable from the protection of purchases from consumers. Purchasing behavior according to John A. Howard is a real action from the buyer in a particular purchase. In addition, as stated by Kotler and Keller, many factors can influence consumers in the purchasing decision process. These factors in relation to can affect consumer behavior both partially and simultaneously.

In this research, the process of purchasing decision making, a consumer must also determine the source of information about the product to be purchased on the basis of decision making [4]:

1. Problem Recognition, the buying process starts when the buyer is aware of a problem or need that is triggered by internal or external stimuli. Marketers must identify market conditions that trigger certain needs by gathering information from a number of consumers.
2. Information Search, if the consumer has found what he needs and intrigue, the consumer will find more information about these needs through social media.
3. Alternative Evaluation, the evaluation process usually does not only occur once, but many times. Consumers must have several alternatives before making a choice.
4. Purchase Decisions, in the evaluation phase, consumers form preferences between brands in a collection of choices. Consumers may also form an intention to buy the most preferred brand. In carrying out the purchase intent, consumers can form five sub-decisions: brand, distribution, quality, time, and payment methods.
5. Post-Purchase Behavior, after purchase consumers may experience that might result in seeing certain alarming features or hear pleasant things about other brands and be alert to information that supports his decision.

Internet marketing is a business that is conducted online by using internet media as a product for marketing products as well as services that will be offered consumers [5]. Now, social media is gradually changing the way industry communicates in marketing its products and service. With the recognition of many social media that are used by the public such as Tokopedia, Shopee, Instagram, and other online communication inevitable force companies to change the model of communication [6]. Online media is something that

often happens with daily activities, especially everyone people who wear the internet [7]. According to Tjiptono, the main purpose of online marketing is to provide information to consumers, persuade, and ask consumers to request information about companies and products or services produced [8]. It can be interpreted as the purpose of online marketing activities carried out by the seller is to provide information and persuade the buyer to be aware and consider the products or services offered by the seller.

It is not surprising to see many business people and personal use internet as a tool to market their products in the hope that internet users can see and get to know and finally be interested in using their products. As for now Meffy skincare's efforts in increasing skincare sales are using online marketing with product introduction methods to the public or consumers by presenting advertisements through @meffyskincare.original Instagram accounts along with information that suits the needs of internet users and optimal service to the customer. With the internet and e-marketing, many modern consumers seek peer advice over social networks and this presents marketing with an opportunity to share product and service information at all stages of the consumers purchase decision by engaging in online marketing [9]. Based on the description, the problems in this study are any online marketing factors that significantly influence consumer-purchasing decisions online shopping through e-marketing. The purpose of this research is to determine whether the online marketing can influence purchase decisions of the internet users in buying a product. The method that is used in this research is multiple linear regression where data is processed by Statistical Package for the Social Sciences (SPSS) programs

## II. METHODS

The basic method used in this study is a survey and questionnaire as a data collection tool [10]. The unit of analysis in this study consumers of Meffy Skincare in the city of Bandung using a linear regression method. Analysis of the data used is the validity test and reliability test. The program to test data analysis is SPSS 23.

### 1. Population and Sample

#### a. Population

The population is a generation area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Based on the meaning of the population, in this study the population is consumers of the Meffy Skincare through online media, based on interviews that the number of consumers who buy online is 265.

#### b. Sample

Based on the calculation using the Solvin formula the number of samples used was around 73 respondents

### 2. Data Analysis Method

Data analysis method is an effort in order to obtain answers in research. Thus, data analysis is the most important part in a scientific study, because with data analysis can provide meaning and meaning that is more useful in solving research problems.

#### a. Validity Test

Validity test is done to test the accuracy of each item in measuring the instrument. This Validity Test is done by

correlating the score of statement items with the total score so that if our research instrument is correct or valid then the instrument can be used, but if it is still invalid then it needs to be retested.

#### b. Reliability Test

Reliability test is used to find out how the measuring instrument that we use is appropriate and can be justified. This reliability test must show consistent results, meaning that there is no difference if further testing is done.

#### c. Normality Test

Normality Test aims to obtain information on whether the data is normally distributed or not. The importance of the Normality Test is to determine what statistical test equipment should be used for hypothesis testing.

## 2. Hypothesis testing

### a. F test (simultaneous test)

This test is used to determine whether the independent variables simultaneously or jointly significantly influence the dependent variable.

### b. Partial T-Test

Partial Test (t) is used to find out whether the independent variable regression model partially influences the dependent variable.

## III. RESULTS

Table I states the validity test on online marketing consumer (E-Marketing) factors, namely the Purchasing Transaction Process (X1), Product Excellence (X2), Information Clarity (X3), and Service Excellence (X4). All indicators are declared valid because  $r_{count} > r_{table}$ .

TABLE I. E-MARKETING VALIDITY TEST VARIABLES

Item	r count	r table	Description
X1.1	0,455	0,260	Valid
X1.2	0,403	0,260	Valid
X1.3	0,472	0,260	Valid
X2.1	0,409	0,260	Valid
X2.2	0,725	0,260	Valid
X2.3	0,525	0,260	Valid
X3.1	0,443	0,260	Valid
X3.2	0,471	0,260	Valid
X3.3	0,394	0,260	Valid
X4.1	0,407	0,260	Valid
X4.2	0,545	0,260	Valid
X4.3	0,475	0,260	Valid

TABLE II. PURCHASING DECISION VALIDITY TEST RELIABILITY TEST

Item	r count	r table	Description
Y1.1	0,535	0,260	Valid
Y1.2	0,399	0,260	Valid
Y1.3	0,325	0,260	Valid
Y1.4	0,437	0,260	Valid

All questions on the question which will be studied in this study or in other words valid. In this can be proven by all the calculated r values > the r table value.

TABLE III. RELIABILITY TEST

No.	Variable	Coefficient Alpha	Description
1	X1	0,629	Reliable
1	X2	0,695	Reliable
2	X3	0,641	Reliable
3	X4	0,675	Reliable
4	Y	0,634	Reliable

Table III shows that all items of variables used are reliable, which is where for each variable item has a Coefficient Alpha value of more than 0,60. This means that this measuring instrument is capable of producing reliable data.

$H_0 : pY1X1 = pY1X2 = pY1X3 = pY1X4 = 0$  Purchasing Transaction Process, Product Excellence, Information Clarity, and Service Excellence does not affect product Purchasing Decision.

$H_1 : pY1X1 \neq pY1X2 \neq pY1X3 \neq pY1X4 \neq 0$  Purchasing Transaction Process, Product Excellence, Information Clarity, and Service Excellence affects the product Purchasing Decision.

TABLE IV. NORMALITY TEST

		Unstandardized Residual
N		73
Normal Parameters(a,b)	Mean	,0000000
	Std. Deviation	,39990974
Most Extreme Differences	Absolute	,088
	Positive	,088
	Negative	-,061
Kolmogorov-Smirnov Z		,754
Asymp. Sig. (2-tailed)		,621

Table IV shows that the results of the significance value that is equal to 0.621 greater than 0.05 so that the residual value is normally distributed.

TABLE V. SIMULTANEOUS TEST (F)

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,103	4	1,276	7,534	,000 <sup>a</sup>
	Residual	11,515	68	,169		
	Total	16,618	72			

- Predictors: (Constant), purchase transaction process, product excellence, information clarity, and service excellence.
- Dependent Variable: Purchase Decision

Based on Table V above, it is known that the calculated F value of 7,534 with sig 0,000. Where the F value of 7.534 is greater than the F of Table 2.73 so it can be concluded that online marketing consisting of purchase transaction process, product excellence, information clarity, and service excellence have a simultaneous effect on consumer purchasing decisions of the Meffy Skincare.

TABLE VI. PARTIAL TEST (T)

Variable	r count	Sig.
Purchasing Transaction Process (X1)	0,283	0,850
Product Excellence (X2)	0,33	0,218
Information Clarity (X3)	0,212	0,002
Service Excellence (X4)	0,203	0,036

#### IV. RESULTS AND DISCUSSION

Based on the analysis result of known factors were found four new factors online marketing that influence consumer decision to shop online at Meffy Skincare. The first of the four factors is called the purchasing transaction process factor (F1) that is composed of easy access to the internet, transaction security, and responsible answer. The second factor is called the product excellence factor (F2) that is composed of relatively cheap prices, and materials guaranteed. The third factor is called a factor information clarity (F3) that is composed of evidence of consumer testimony, clarity of image description, and quality information. The fourth factor is called the factor of service excellence (F4) that is composed of the quality of the website, the existence of online shopping procedures, and the ease of getting products

Ease of consumer transactions is an important factor that influences online shopping decision. These findings for the Meffy Skincare marketers are commonly used as important information to provide services related to the ease of transacting online. For example, the convenience of access to shop sites, secure payment system services, and product delivery services relatively cheap and guaranteed to reach the customer's address. This is in line with the opinion of Kotler and Armstrong, George and Gireseshkumar in Sabi, as well as Yiga and Cha which stated that consumers wanted practicality, convenience, and are personalize without having to go to the place where the product or service is sold so that it can be done anywhere and anytime in a real-time[11].

Discounts also influence a consumer's decisions to shop online. In light of these findings, the Meffy Skincare management can implement promotional discounts on skincare products so that this strategy expected to attract consumers. Price-discount promotions can also be performed through an online catalogue that contains pictures or photos of attractive product models according to market tastes. These price-discount promotions are more effective and profitable and have a broad reach. This finding is in line with the statement of Paul in Garay and Sulianta that there are at least four advantages for companies that use the internet in marketing their products, which are global opportunities, accessibility, utility and effectiveness in advertising.

Product Excellence is the second factor that influences consumer purchasing decisions online, even the most dominant influence compared to other factors. This important

finding provides a signal that the products sold by Meffy Skincare are perceived and received a good response in the minds of consumers. The study results show that Meffy Skincare products sold are made from high quality natural ingredients and are in accordance with the needs and purchasing power of the people. Meffy Skincare should maintain its product excellence with pricing strategies and product strategies to face increasingly fierce competition. This strategy is important for creating competitive advantage and for the survival of Meffy Skincare.

Information clarity is the third important factor influence consumers' decisions to shop online. Based on these findings, Meffy Skincare management needs to pay attention to quality information so that the accuracy of information clarity can be achieved and attract consumers. One strategy to improve the quality of information is for example through the addition of references relating to product ingredients, product efficacy, product prices, and product stock. Clarity of information can also be strengthened through online testimonials describing pleasant consumer experiences. This testimonial is important as a form of evidence of consumer testimony after purchasing Meffy Skincare products. Furthermore, marketers can immediately communicate positive things to the market with a wider range. This fact is in accordance and strengthens Tanjung and Peter and Olson which states that through the internet consumers can obtain information and communicate faster and cheaper [12].

The fourth factor that influences consumer's decision shopping online is a service excellence. The study results show that the quality of the website, online shopping procedures, and the ease of getting products are perceived well and positive by consumers. This important finding indicates that websites available for online services are able to meet consumer expectations. Indications of service excellence can also be seen from the procedures and procedures for online shopping. Consumers give a positive response to online shopping service procedures because they are considered to be as expected.

Table I is a validity test online consumer marketing factor (E-Marketing). Those are the Purchasing Transaction Process (X1), Product Excellence (X2), Information Clarity (X3), and Service Excellence (X4). As a result, it is known that the Information Clarity (X3) factor has the highest value, while (X3) has the lower score. Overall, all indicators are valid.

From the results of the reliability test calculations according to Table III the four variables stated are reliable. All of this proven an alpha value of more than 0.06. It means that this measuring instrument is capable of producing reliable data.

According to Table V, the test result indicates that the Purchasing Process (X1) produced the t value calculated from 0.283 in 0.850. The significant value greater than 0.05 means that transactions in them have significant effect on the purchase decision. The result in the variable Product Excellence (X2) produce a t value of 0.33 in its significance 0.218, which mean that the primacy of the service excellence has significant influence on the purchase decision. The Clarity of Information (X3) produced the t value calculated by 0.212 with significant 0.002. Meaning that the clarity of variable information had a significant impact on the decision of purchase and Service Excellence (X4) produces a value of t calculated from 0.203 with a significant 0.036, which means that the benefits variable has a significant influence on purchasing decisions.

The Skincare's electronic marketing aims to make customers or consumers feel comfortable and create interactions between the company and customers or consumers. Customers who are satisfied with the company are certainly easier to decide on buying Meffy Skincare products and more loyal to the company. This is proven that electronic marketing by Meffy Skincare also has an influence on respondents to purchase products in Bandung, which means that the consumers who are making the product purchases due to the use of internet marketing by Meffy Skincare through internet marketing such as social media, Tokopedia, Instagram, Shopee, etc.

The influence of e-marketing variable indicators on the purchase decision of Meffy skincare supports research by Heikkinen who stated that internet marketing and social networking media have a positive and significant influence on the decision-making process. In addition, it is supported by research done by Mukhyi et al. who said the results of research have proven that the implementation of internet product advertising programs and product marketing via e-mail (internet marketing / e-marketing) has a positive and significant influence on purchasing decisions of internet users both directly and through the processing of advertising information. This also supported by research conducted by Andriyanto which states that companies through internet marketing media will make consumers feel comfortable. Consumers who are satisfied with the company will certainly be easier to decide if they want to buy the company's products.

The results of this study support Kotler's theory (2005: 46) which explains that internet marketing is a company's effort to provide information, communicate, promote and sell products and services through the internet. This is also reinforced by research Henriikka which states that internet marketing and social networking media have a positive and significant influence on the decision-making process.

This research is a research model designed by researchers by examining relevant research. The results of this study show that the electronic marketing group with indicators of Purchasing Transaction Process (X1), Product Excellence (X2), Information Clarity (X3), and Service Excellence (X4) have a positive and significant effect on purchasing decisions for Meffy Skincare products.

## V. CONCLUSION

Based on recent studies, it has been concluded that the circumstances for Purchasing Transaction Process (X1), Product Excellence (X2), Information Clarity (X3), and Service Excellence (X4) in online marketing or we can say E-Marketing, has greatly influenced the viewer in making purchasing decisions on Meffy Skincare products through online media.

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