



**THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASE
DECISIONS OF SHOPEE APPLICATION USERS**

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ABSTRACT

The development of e-commerce in Indonesia is increasing, slowly people are starting to abandon conventional shopping habits and switch to online shopping. E-commerce is used as a solution as a buying and selling medium that can save time and costs. Shopee is an e-commerce company that already has a name and is one of the big players in the business world. Purpose: The purpose of this research is to determine the influence of digital marketing on Shopee application users on purchasing decisions. This research is an analytical observational study with a cross sectional approach. The sample used in this research was 100 Bali International University students who were calculated using the Slovin formula. The sampling technique uses Consecutive Sampling. The data collection tool uses a questionnaire and the results are then analyzed using Path Analysis. Validity and reliability tests were carried out to ensure that the instruments used in this research had a high level of accuracy and consistency. Website, search engine marketing, web banner, social network and affiliate marketing variables have a significant influence on consumer purchasing decisions using the Shopee case study application at Bali International University with a total determination value of 0.761. Digital marketing is reaching as many consumers as possible in an efficient manner through various web-based media such as blogs, websites, emails, AdWords or social networks.

Keywords: digital marketing; purchasing decisions; shopee

INTRODUCTION

In the current era of the industrial revolution, both society, organizations and companies have activities that will never be separated from developments in technology and information. Especially in terms of access to the internet because it has become a necessity for society. The Internet provides many things and conveniences for people. The Internet is a global system of all computer networks connected to each other that can be used to communicate with each other. The Internet has brought very significant changes in various aspects of human life, especially in business.(Praditasetyo & Saputri, 2021).

According to APJII (Association of Indonesian Internet Service Providers) based on statistical data survey results, Indonesian Internet users in 2019-2020 (Q2) were 196.71 million internet users or around 73.7%, of Indonesia's total population of 266.91 million people. , an increase from the previous year which only amounted to 171.17 million users or around 64.8% of Indonesia's total population of 264.16 million people. The growing use of the internet makes users think creatively and gives rise to new innovations that continue to be developed. Business drivers or entrepreneurs are also no less quick to seize opportunities to reap greater profits by utilizing technology(Dewi et al., 2022).

Digital business is a business that utilizes technology as marketing activities carried out electronically via the internet network. Digital marketing is said to be the marketing side of e-commerce which consists of the company's work to communicate, promote and sell

goods/services via the internet. The development of e-commerce in Indonesia is increasing, slowly people are starting to abandon conventional shopping habits and switch to shopping online (Suryadi, 2018). E-commerce used as a solution as a buying and selling media that can save time and costs. The ease of commerce reaching local and foreign markets makes people increasingly interested in buying and selling on e-commerce.

E-commerce has also become an alternative for many Indonesian people to search for and buy products. Shopee is one of the largest e-commerce sites in Indonesia which has succeeded in attracting consumers even though they are among the youngest and have little experience. However, with intensive promotion, e-commerce is able to stand on par with its previous competitors. Promotions carried out by Shopee. According to iPrice Indonesia, the largest monthly web visitor for e-commerce is Shopee, apart from that, Shopee also holds the first rank in Appstore and Playstore. (Yusuf et al., 2020). The purpose of this research is to determine the influence of digital marketing on Shopee application users on purchasing decisions.

METHOD

This research is an analytical observational study using cross sectional research with a quantitative approach, namely that the research variables are measured or collected at one time, meaning that observations are made only once on several variables at the same time. The quantitative approach uses secondary data from distributing questionnaires (Sugiyono, 2019). The independent variable in this research is Digital Marketing (Website, Search Engine Marketing, Web Banner, Social Network, and Affiliate Marketing) and the dependent variable is purchasing decisions. To ensure the accuracy and consistency of the research instruments, validity and reliability tests were conducted. Validity testing was carried out to measure how well the questionnaire items represented the concepts being studied. This was done using content validity and construct validity methods. Reliability testing was conducted to ensure the consistency of the questionnaire responses over time. The Cronbach's Alpha coefficient was used to determine the reliability of the instrument, with a value of 0.7 or higher indicating acceptable reliability. The instrument used in this research is a questionnaire containing structured questions to measure the variables studied. The number of samples used was calculated using the Slovin formula as many as 100 respondents. The sampling technique was Consecutive Sampling, namely all students during the data collection period who met the inclusion criteria (students who were still active within the Bali International University environment and students who were willing to become respondents as proven by signing the respondent consent form). Next, the data that has been collected will be analyzed univariately and bivariately.

RESULTS AND DISCUSSION

Table 1.
Characteristics of Research Respondents (n=100)

Characteristics	Category	f	%
Gender	Man	17	17.0
	Woman	83	83.0
Age	17 years	1	1.0
	18 years	69	69.0
	19 years old	23	23.0
	20 years	3	3.0
	21 years	2	2.0
	22 years	1	1.0
	23 years	1	1.0

Table 1 shows that the majority of research respondents were women, namely 83.0% and the majority were also in the < 20 year range, namely 96.0%.

Multicollinearity Test

This test aims to test whether in the regression model a correlation is found between the independent variables. The existence of multicollinearity can be seen from the tolerance value or variance inflation factor (VIF). If the tolerance value is more than 10% or VIF is less than 10, then it is said that there is no multicollinearity.

Table 2.
Multicollinearity Test Results

Variable	Tolerance	VIF
Website(X1)	0.239	4,177
Search Engine Marketing(X2)	0.328	3,050
Web Banners(X3)	0.390	2,566
Social Networks (X4)	0.360	2,775
Affiliate Marketing (X5)	0.550	1,817

Based on the table 2, it can be seen that the tolerance and VIF values of the website, search engine marketing, web banner, social network and affiliate marketing variables. This value shows that the tolerance value for each variable is greater than 10% and the VIF value is smaller than 10, which means the regression equation model is free from multicollinearity.

Results of Multiple Linear Regression Analysis

The multiple linear regression analysis model is used to obtain regression coefficients which will determine whether the hypothesis created will be accepted or rejected. The results of this analysis refer to the results of the influence of the website, search engine marketing, web banner, social network and affiliate marketing variables (X) on the Consumer Purchase Decision variable (Y) in using the Shopee application at Bali International University. The results of the regression analysis with the software program SPSS 18.0 for Windows, can be seen in this table.

Table 3.
Results of Multiple Linear Regression Analysis

Model		UnstandardizedC oefficients		StandardizedC oefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.431	0.184		2,340	0.021
	Website(X1)	0.255	0.090	0.292	2,830	0.006
	Search Engine Marketing(X2)	-0.007	0.083	-0.007	-0.083	0.934
	Web Banners(X3)	0.253	0.070	0.290	3,588	0.001
	Social Networks (X4)	0.099	0.069	0.121	1,436	0.154
	Affiliate Marketing(X5)	0.276	0.058	0.321	4,723	0,000
R Square F						0.761
Statistics						59,877
Significance						0,000

Based on the results of multiple linear regression analysis as presented in Table , the structural equation is as follows:

$$Y = 0,431+ 0,292X1 - 0.007 X2 + 0,290 X3+0,121 X4 + 0, 321 X5 +e$$

Based on the model that has been analyzed, testing was carried out jointly with the F test (F-test), based on Table 15 it can be seen that the F count is 59.877, the significance (p-value) is 0.000. Based on the tolerance value given, namely $\alpha = 5$ percent with a significance value of

$0.000 < \alpha (0.05)$, H_0 is rejected and H_1 is accepted. This means that the website, search engine marketing, web banner, social network and affiliate marketing variables have a significant influence on consumer purchasing decisions for users of the Shopee application, a case study at Bali International University. The total determination value of 0.761 means that 76.1% of the variation in consumer purchasing decisions is influenced by websites, search engine marketing, web banners, social networks and affiliate marketing, while the remaining 23.9% is explained by other factors not included in models.

Based on the results of data analysis in this research, it was found that the website variable has a significant influence on consumer purchasing decisions. This result is because the appearance of the website as one of the digital marketing strategies for the Shopee application increases consumer purchasing decisions, especially for students at Bali International University. The results of this research are in line with the research conducted (Suryani & Batu, 2021) which states that websites have a positive influence on consumer purchasing decisions. This shows that there is a good assessment from respondents regarding websites that provide information and promotions to consumers. A good website provides quality information, quality interaction and usability for consumers (Shafa & Hariyanto, 2020). The results of this research are strengthened by research conducted by (Irsyadi & Hendayani, 2016) which shows that websites have a significant influence on consumer purchasing decisions. The same results were also found by (Putri & Sastika, 2016) which states that good website quality has a significant influence on consumer purchasing decisions.

Based on the results of data analysis in this research, it was found that the web banner variable has a significant influence on consumer purchasing decisions. This result is because the appearance of the web banner on the Shopee application will increase consumer purchasing decisions, especially for students at Bali International University. Web banners as a form of digital marketing from Shopee have good ratings from respondents, this can be seen from the good and clear design so that it attracts the attention of visitors to the Shopee website. The results of this research are in line with the research conducted (Nur & Dahliana, 2023) which states that web banners have a positive effect on consumer purchasing decisions.

The Shopee web banner is a Shopee feature that allows sellers to provide information about promotions or store announcements. Sellers can upload a maximum of 5 videos and/or photos at a time. Shop Banners can be redirected to Product Details pages, Shop Categories, or other special links. This will make it easier for buyers to make purchases just by clicking on the Shop Banner. Other research also states that web banners have a significant influence on consumer purchasing decisions (Elbahar & Syahputra, 2021). Based on the results of data analysis in this research, it was found that Affiliate Marketing has a significant influence on Consumer Purchasing Decisions. This result is because Affiliate Marketing carried out by Shopee will increase consumer purchasing decisions, especially for students at Bali International University. Affiliate Marketing as a form of digital marketing from Shopee has a good assessment from respondents. Affiliate Marketing is an activity of partnering with other organizations/companies and websites to achieve mutual benefits from collaboration to promote products or services.

The results of this research are in line with the research conducted (Stone et al., 2019) which states that Affiliate Marketing has a positive influence on consumer purchasing decisions. These results are in accordance with the program carried out by Shopee, namely the Shopee Affiliates Program, a program that offers additional income for content creators who promote

Shopee products on social media, such as YouTube, Instagram, Facebook, TikTok, and others. Shopee friends are also given the freedom to be creative in creating content as long as the products meet Shopee's terms and conditions. The same results were also found by (Elbahar & Syahputra, 2021) states that Affiliate Marketing has as much influence on consumer purchasing decisions.

CONCLUSION

Digital marketing influence consumer purchasing decisions when using the Shopee application. Digital marketing helps business activists to give consumers a level of control, provide convenience, increase brand loyalty, build brands, and is more cost effective.

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