

## Marketing Mix in E-Commerce Purchasing Decisions

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### **Abstract**

This article discusses the marketing mix of e-commerce purchasing decisions. The methods used in this study are literature methods sourced on books, research reports, journals and websites. This article found that: (1) The development of information and communication technology led to significant social, economic, and cultural changes; (2) The emergence of Marketplace as an e-commerce makes it easier for consumers to shop online; (3) Marketing Mix consisting of products, prices, places and promotions affects online purchasing decisions.

**Keywords:** *Marketing Mix, Purchasing Decisions, E-Commerce*

## Bauran Pemasaran dalam Keputusan Pembelian *E-Commerce*

### **Abstrak**

Artikel ini membahas tentang bauran pemasaran terhadap keputusan pembelian e-commerce. Metode yang digunakan dalam studi ini yaitu metode literatur yang bersumber pada buku, laporan penelitian, jurnal dan situs web. Artikel ini menemukan bahwa: (1) Perkembangan teknologi informasi dan komunikasi menyebabkan perubahan sosial, ekonomi, dan budaya secara signifikan; (2) Munculnya Marketplace sebagai e-commerce memudahkan konsumen untuk berbelanja secara online; (3) Marketing Mix yang terdiri dari produk, harga, tempat dan promosi berpengaruh terhadap keputusan pembelian online.

**Kata-kata Kunci:** *Bauran Pemasaran, Keputusan Pembelian, E-Commerce*

## INTRODUCTION

The development of information and communication technology led to significant social, economic, and cultural changes taking place so quickly, making the world infinite (*borderless*) (Satory, 2018). Especially technological advances in gadgets make it easy for us to communicate and do work (Marpaung, 2018). Internet access is easy and fast, wherever and whenever (Setiyani, 2010). The growth rate of Internet users also shows a very impressive number. This is evidenced by the increasing number of internet stalls and places that provide Internet connection (Ekasari and Dharmawan, 2012). Even now we can also install an internet connection at home by using Wifi (Putra, 2008: 8-9).

With the change of the internet, companies can promote various types of advertising on websites and other social media that are very often visited by the public, it is called e-marketing (Hamzah and Nadjib, 2013). Various new business ideas created by startup companies have controlled the business in the world because many Startups in Indonesia have managed to prove success to the world level including Gojek, Traveloka, Tokopedia and Bukalapak and they have achieved unicorn startup status. Unicorn Startup located in Indonesia where three of them are e-commerce-based startups namely Tokopedia, Traveloka and Bukalapak (Mulyandi and Sani, 2020). The business world is increasingly dynamic and competitive, every e-commerce business needs to

think about innovations in conducting marketing and sales that are different and on target to their target consumers (Mulyandi et al., 2012).

In business there is always a marketing aspect as well as on e-commerce. Where the concept is one of the marketing activities that determine the success of the company in pursuit of maximum profit. In marketing there is the term marketing mix (Rahmidani, n.d.). E-commerce utilizes information technology that is developing today in offering products or services provided by the ecommerce (Wirdasari 2009). E-marketing mix strategy used can increase consumer buying interest, one of which is by conducting promotional activities or advertising (Mulyandi and Sani, 2020). This promotional or advertising activity has a considerable influence in influencing consumer buying interest decisions in terms of actions or behaviors and consumer confidence in the brand of products offered by the company (Evelina et al., 2013). With today's information technology, the role of promotion or advertising can have a big part in the success of e-marketing mix strategy (Setiawan, 2014)

## METHOD

This article was written using qualitative methods with a library review approach (Zed, 2004: 1). Data sources in the form of publications related to the theme of the marketing mix, purchasing decisions and e-commerce. This type of data is a theoretical narrative from a publication that has been successfully tracked, both printed and online. Data collection techniques are in the form of tracking data related to the theme in the article. Data analysis is done descriptively from the data obtained.

## RESULTS AND DISCUSSION

### 1. Marketing Mix

According to Saladin (2006: 3), that the marketing mix is a series of marketing variables ruled by marketing and used to achieve goals in the target market. Furthermore, in the Book of Hermawan Kartajaya on Marketing Mix: Marketing Mix is a tactic to integrate the offer, logistics, and communication of products or services. This is important because the marketing mix is the most visible aspect (tangible) of a company in marketing activities (Kartajaya: 2007, 18). And according to Kotler "Marketing Mix" is a set of marketing tools that are used to continuously achieve the goals of its goals in the target market, which is classified into 4 broad groups called Marketing 4P: Products (product), prices (price), Place and promotion" (Kalimah dan Fadilah: 2017, 3). So the marketing mix is a set of controlled variables. Marketing Mix is often used by marketers so that the products that are sold can enter the target market or target market (Setiawan, 2014). There are some new e-marketing mix models to apply to e-business 7P, where the 7P is (Pogorelova et al., n.d.):

- a. Product/product is an organizational offering form aimed at achieving the objectives of the Organization through the satisfaction of the needs and wishes

of customers. It can simply be taken a rough idea that if there is no product, no transfer of property, then there is nothing so called Marketing (Tjiptono 2005). Products can be goods, services, places/atmosphere, people, and also ideas. Product is a set of real and unreal attributes including packaging, color, price, quality, and brand supported by the service and reputation of the seller (Stanton 1991).

- b. Price is a statement of value of a product (a statement of value). Price is a tool used by marketers to provide an assessment of a product (Tjiptono 2005). The decisions of price implementation are also so important in determining how far service services are assessed by consumers and also in the process of building imagery (Lupiyoadi 2001). Price consists of a list of prices, discounts, promo, term of payment and credit terms.
- c. Place/Place is a distribution decision regarding ease of access to services for potential customers. The place can be interpreted as a location so it is a place where the company performs physical activities. Place is consist of distribution channel, Shell, grouping, location, storage, and transportation. Distribution is a place of various activities undertaken by the Company to make its products easy to obtain and available to target consumers (Kotler 2009).
- d. Promotion is an activity that conveys the benefits of the product and persuades customers to buy it. The promotion is essentially all activities intended to convey or communicate a product to the target market, to provide information about the product to the consumer, and most importantly it is about its existence, to change attitudes or to encourage people to act, in this case buying (Hidayat, 2017). Promotion consists of sales promotion, advertising, salesperson, public relation, direct sales.
- e. Process, People, Physical Evidence: The following marketing mix points have a very important role, because in shaping the experience for customers. People have a very important role because in the success of customer service (Hadi, 2013). Process and Physical Evidence play an important role in developing e-marketing due to the quality of the process and the feedback from its customers, so in developing good e-marketing, the marketing mix should be considered and prioritized (Vitridzky and Wahyuni, 2017).

From some of these definitions, it can be concluded marketing mix / marketing mix is the company's weapon to market its products in order to influence the decision-making process of consumer purchases.

## **2. Buying Decision of *E-Commerce***

All activities carried out by the company through marketing are expected to affect consumers so that it comes to the purchase decision (Griffin and Ebert, 2015). While the purchase decision can be interpreted as the decision of consumers to buy products

based on the intention to make purchases through several stages (Subianto, 2007). Consumer behavior will determine the decision-making process in their purchases (Asna, 2010).

According to Chapman and Wahlers The Purchase Decision is as consumers desire to buy a product. Consumers will decide which product to buy based on their perception of the product in relation to the product's ability to meet its needs (1999: 176). "A purchase is a consumer's decision on what to buy, whether to buy or not, when to buy, where to buy, and how to pay" (Sumarwan, 2003, 310). Kotler defines purchasing decisions that are several stages made by consumers before making a decision on the purchase of a product (2007, 223).

Based on the above definition, it can be concluded that the purchase decision is a consumer decision as the ownership of the actions of two or more alternative options regarding the process, way, act of buying, taking into account other factors about what is purchased, the time of purchase, where to buy it and the way of payment (Supriyono and Iskandar, 2015). Because in e-commerce merchants and buyers can not face-to-face then consumers generally to make purchases guided by the marketing mix aspect. With the number of internet users in Indonesia reaching 39.6 million people, a small percentage use the internet for use in e-commerce activities (Febriantoro, 2018).

Before planning marketing, a company needs to identify consumers, its goals and their decision process (Subianto, 2007). While many purchasing decisions involve only one decision-making, others may involve some role-players, idea-makers, influencers, decision makers, buyers and users. Consumer purchasing decisions are measured through: (Dinawan, 2010).

- a. Choice of brands
- b. Purchase amount
- c. Recommendations from previous buyers

Along with the development of advanced technology and rapid at this time and demanding business owners to compete. E-commerce website offers are not only paid (premium). There are also, offers of unpaid websites are also available for free on the Internet. E-Commerce is a process of buying and selling transactions conducted through the internet where the website is used as a forum to perform the process. There are still many who think e-commerce is online shopping – shopping and buying goods through the website. In fact website shopping / online shopping is only a small part of e-commerce (Wibowo, 2015). Web shopping that includes stock online transactions, downloading software directly from websites that connect businesses to consumers in fact only about 20% of the total e-commerce, while most of the more in the form of business-to-business trade relationships that facilitate the buying process between companies (Maulana et al., 2015).

The birth of cyberspace today is due to the rapidly growing internet access (Machmud, 2011). In cyberspace, every individual has the same right to provide and obtain information without restrictions and barriers. Actually, the perfect globalization has happened in cyberspace, because every internet or e-commerce community can connect with each other (Yuniarto, 2016). By connecting the company's computer network with the internet, companies can establish business relationships with business associates or consumers more efficiently. Until now the internet is the ideal infrastructure to run e-commerce, so the term e-commerce has become synonymous with running a business on the internet (Reza, 2016).

Following the development of technology, marketing mix is increasingly changing so that it becomes more flexible. The big concept of marketing mix is to make sure the choice of the right product, at the right time and place, also at the right price (Cannon, Perreault dan Jerome McCharty 2008). Marketing mix uses a number of promotional elements that are maximized in order to achieve a sales target. Decision making to buy a product can lead to how the decision-making process is conducted (Mas'ari et al., 2020). The form of decision-making process can be classified as follows:

1. Fully Planned Purchase, both products and brands have been selected in advance. Usually occurs when the involvement of high product daengan (automotive goods) but can also occur with low purchase engagement (household needs). Planned purchases can be diverted by marketing tactics such as price reduction, coupons, or other promotional activities.
2. Partially Planned Purchase, intends to purchase an existing product but the selection of the brand is postponed until the moment of learning. The final decision may be influenced by the discount price, or the display of the product.
3. Unplanned Purchase, both products and brands are selected at the place of purchase. Consumers often use catalogs and display products in lieu of shopping lists. In other words, a display can remind someone of a need and trigger a purchase (Engel, F.James, 2001).

From the journal (Tjahjono, 2013) resulting in the conclusion of Marketing Mix consisting of products, prices, places and promotions influence the online purchase decisions of women's clothing. Product, Price, Place and Promotion influence the online purchase decision of women's clothing. This means that the greater the value of the product, the higher the decision to buy women's clothing online.

From The Journal of Online interaction readiness: Conceptualisation And Measurement (Liu 2007) resulting in the conclusion that the internet is a medium that can not be denied to be one of the good marketing communication tools. Internet can also be accessed anywhere and anytime, in addition to the internet is a cheap and fast communication media. Everyone desperately needs the internet to make their business easier. From The Journal of Online Buying Decisions and The Factors That Affect Them

(Suhari 2008) resulting in the conclusion that the introduction of needs, the search for information, the evaluation of alternatives influenced by many factors is a series in the decision to buy online. These factors can be grouped into internal factors, namely consumer psychology, and external factors consisting of the socio-cultural environment of society, and marketing stimuli.

Factors that influence buying behavior according to Kotler (2003: 183-206) consists of: (1) culture consisting of: culture, sub-culture and social class, (2) social consisting of: reference group, family, roles and status, (3) personal consisting of: age and life cycle, occupation, economic circumstances, lifestyle, personality and self-concept, (4) Psychology consisting of: motivation, perception, learning process, beliefs and attitudes. In addition to the four factors above, there are other factors that influence buying behavior, namely: (1) marketing stimuli, namely: products, prices, places and promotions, (2) other stimuli / macro environments, namely factors that have a wide impact such as: economy, technology, politics, natural environment and socio-cultural.

## CONCLUSION

From the discussion that has been displayed, it can be concluded that research on customer behaviour will always be done because it is the basis of decision making of consumer buying. The development of information and communication technology leads to significant social, economic, and cultural changes. Advent Marketplace/Online shopping as an ecommerce makes it easy for consumers to shop online and E-Marketing Mix consisting of product, price, place, and promotion is influential in the decision making consumer buyers.

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