



The Influence Of Marketing Mix And Online Reviews On Purchasing Decisions Through Shopee E-Commerce In Medan Perjuangan Subdistrict

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ABSTRACT

The research findings indicated that the t-test results for the marketing mix variables showed a calculated t-value of 6,378 > the tabulated t-value of 1,984. This indicates that the marketing mix significantly influences purchasing decisions on the shopee e-commerce platform in the Medan Perjuangan Subdistrict. On the other hand, the t-test results for the online review variabel showed a calculated t-value of -3,384 < 1,984, suggesting that online reviews have an influence on purchasing decisions in shopee e-commerce, but the influence is not statistically significant in the Medan Perjuangan Subdistrict. Furthermore, the combined effect of marketing mix and online reviews, as indicated by the F-test (calculated F-value of 20,488 > tabulate F-value of 3.09), signifies a significant joint influence on purchasing decisions. The coefficient of determination (R²) test resulted in a value of 41.2%, indicating the proportion of variance explained by the model.

INTRODUCTION

The development of technology and information is currently very rapid, in this era it not only offers the latest innovations, there is also a lot of infrastructure which in its manufacture requires the latest technologies which are really needed to influence people's lifestyles, they have high mobility in their daily activities, Indonesian people use internet-based technology to meet their various needs. Technological advances have caused changes in several aspects of people's lives, one of which is changes in shopping. Technological advances have created markets online. Marketonline has become people's choice in shopping and shifts people's interest to the marketonline

cannot be separated from the increasing attraction of social networking sites at the global level. Market worldonline increasingly popular among Indonesian people, many companies offer it platform e-commerce to be chosen both from within the country and from abroad and companies are competing to provide the platform ecommerce best. According toLAudon and Traver in Thofiani et al., (2021) e-commerce is as internet usage,website, and mobile applications for business transactions and involving external parties such as consumers.In recent years, Indonesia has grown a lot-commerce Leading Southeast Asia and Taiwan Shopee first launched in Singapore in 2015, and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines. Shopee shows good development in the ASEAN market, including Indonesia.Marketing mix is a combination of variables product, price, place, promotion (4P). Lupiyoadi (2016) think that marketing mix is a company tool that includes the elements of a marketing activity and should be taken into consideration so that the implementation of the marketing strategy and positioning can be successful.

Consumers will need products that are high quality, diverse, and can meet their needs so that consumers can decide which product to buy. Apart from the product, consumers consider the price when deciding to buy a product, the price is competitive and often cheaper than other stores, which will make it easier for consumers to decide to purchase the product. Then promotions and processes that are fast and also packaged safely are no less important in determining purchasing decisions. Store location also influences consumer purchasing decisions, where the location of the store online If it's still within reach, the delivery of goods will be faster and easier.

One of the factors that drives consumers to make purchasing decisions isonline review. Online review is a review of previous buyers regarding a product purchased at a company online shop. According toMudambi and Scguff in Wibisono et al., (2021) online review is as a result of product evaluation uploaded on the company's website or third party site.Online review is part ofElectronic Word of Mouth (eWOM) which is a direct opinion from someone and not an advertisement.Online review is one of several factors that determine purchasing decisions.

Based on the above phenomenon, there has been an increase in usage-commerce at the current time which is in line with the Covid-19 pandemic. Several reasons why consumers like services e-commerce This is caused by several factors, namely more affordable prices, promotions and discounts. Of course, several of these factors are related to planning and implementing strategies marketing mix, which include product, price, place, and promotion. Shopee becomes e-commerce which is most popular among the public, this is proven by the large number of people who download Shopee from e-commerce other. However, applying marketing mix done in the wrong way like the item in the picture above e-commerce Shopee does not match the goods that arrive in the hands of consumers, causing many consumers to be disappointed, which has an impact on Shopee's reputation. One way to get the product in-commerceShopee is a sold out review online which is good, but many shops make their reviews online fake by duplicating shopee accounts, this has a big influence on purchasing decisions, many consumers make decisions based on reviews online the.

Marketing mix and review online is something that prospective buyers pay attention to when making purchasing decisions. Marketing mix which consists of product, price, promotion and place. If each variable is applied well, such as providing a

wide variety of products that potential buyers need, affordable prices, frequent promotions, and availability of goods in various places so that goods are easily accessible to potential buyers. Online reviews that are positive about a product online shop can make potential buyers make purchasing decisions.

LITERATURE REVIEW

In purchasing, consumers are directly involved in making purchasing decisions regarding the products offered by the seller. Consumers make purchasing decisions through various processes with a variety of alternative choices which are influenced by various factors. According to Buchari Alma in Aji et al., (2018) states that purchasing decisions are consumer decisions that are influenced by economics, technology, politics, culture, products, prices, places, promotions, physical evidence, people as well as process. According to Kotler and Armstrong in Pradana et al., (2017) that purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices. Indicators in purchasing decisions are as follows: a). The stability of a product is a decision made by consumers after going through the stage of considering various information that supports purchasing decisions. b). The habit of buying products is the experience of those closest to you (parents, siblings or friends) in using a product. c). Providing recommendations to other people, is conveying positive information to other people, so that they are interested in making a purchase. d). Repurchasing is a continuous purchase after the consumer feels comfortable with the product or service received.

Marketing mix is marketing that is used to achieve marketing goals in the target market which includes marketing tool items, namely, product, price, promotion and place. Product is everything that can be offered, either in the form of goods or services that can be offered by a company. Price is the amount that must be prepared by customers who want to receive goods or services. Promotion is a form of mixture of various elements related to promotional media. Processed from complete marketing communications used to convincingly communicate customer values. Place is a collection of independent organizations that make and sell goods or services so that customers can use or consume these goods or services. According to Kotler & Armstrong (2016) marketing mix or marketing mix can be interpreted as a collection of controllable variables used by a company to pursue the desired level of sales in the target market.

Indicators for each element marketing mix namely: a. Product: A product is a combination of goods and services produced by a company and offered to the target market. Product indicators are product diversity, quality, design, shape, brand, size, service, warranty, etc packaging. b. Price: Price is the amount of money paid by consumers to producers to get a product. Price indicators are price list, discounts, credit terms and payment periods. c. Promotion: Promotion is an activity carried out by a company to communicate the benefits of its products and to convince consumers to buy its products. Indicators of promotion are advertising, personal selling, sales promotion, public relations, and direct marketing tools. d. Place: Place is a form of distribution channel that refers to the location where a product can be sold and

purchased. Indicators of place are location, marketing channels, marketing coverage, grouping, transportation, and inventory.

If consumers have difficulty predicting the quality of a product or if the alleged criteria for the product are ambiguous, then the presence of information becomes a determinant in making decisions. According to Matute et al., (2016) online review is defined as a review of the products and services experienced by consumers when shopping at marketplace. This information was obtained from review from consumers who have purchased or used the product. The following are the indicators used in the research Matute et al., (2016), namely: 1. Electronic-Word Of Mouth (e-WOM) quantity: These dimensions measure or volume electronic-Word Of Mouth (e-WOM) that appears reviewing a product or service. This dimension can be measured using the following indicators: a.

The quantity or number of reviews given by consumers is very large. b. The volume of information from consumer reviews is very large/adequate. c. Quantity of consumers who visit. 2. Electronic-Word Of Mouth (e-WOM) credibility: This dimension reflects the level of credibility and reputation of the facilitating site or social media electronic-Word Of Mouth (e-WOM). This dimension is measured using the following indicators: a. Facilitating sites or social media electronic-Word Of Mouth (e-WOM) is a popular site and social media. b. Facilitating sites or social media electronic-Word Of Mouth (e-WOM) provide electronic-Word Of Mouth (e-WOM) who can be trusted. c. Facilitating sites or social media electronic-Word Of Mouth (e-WOM) is a site or social media that is neutral towards the product or service being reviewed. 3. Electronic-Word Of Mouth (e-WOM) quality : This dimension explains the quality of information from electronic-Word Of Mouth (e-WOM) which is formed through websites and social media. This dimension can be measured using the following indicators: a. Electronic-Word Of Mouth (e-WOM) available are up-to-date. b. Electronic-Word Of Mouth (e-WOM) formed can be used in decision making. c. Electronic-Word Of Mouth (e-WOM) existing ones accurately describe the product being reviewed.

METHODS

Types of research

This research uses an associative method with causal relationships. According to Sugiyono (2018) Causal associative research is a research question that asks about the relationship between two or more variables. The type of research carried out is causal associative research. Because this type of research is aimed at analyzing the causal relationship between two or more variables. In this research there are independent variables (which influence), namely marketing mix (X1) and online review (X2) as well as the dependent variable (influenced), namely purchasing decisions (Y).

Population and Sample

The population of this research is all people in the district. Medan Perjuangan who has ever purchased goods e-commerce shopee. Because the sampling technique used in this research Non Probability sampling, So the sample size taken was 100 people who had bought goods e-commerce shopee.

Method of collecting data

The data in the research was collected using a questionnaire, distributed online by google form and processed using SPSS. Measurements were carried out using a Likert scale, ranging from strongly agree, agree, disagree, disagree, and strongly disagree.

RESULTS

Validity Test Results

The validity test is carried out by comparing the count and rtable values of each existing statement using Software. The rtable value is calculated with a: 5%, so the rtable value is 0.195. Valid statement value count > rtable. From the results of data processing, it can be concluded that 36 statement items were declared valid because all the calculated r values of the statement items were greater than the r table.

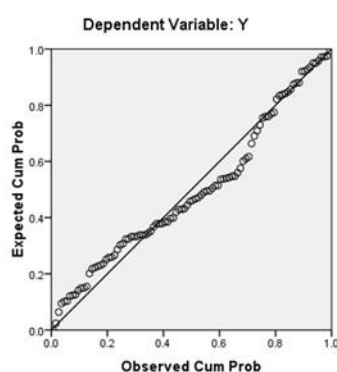
Reliability Test Results

This measurement method is used to calculate the reliability of Cronbach Alpha worth 0.70 (Sugiyono, 2017).

Variable	ralpha	fall	Is
Marketing Mix	0,939	0,70	Reliable
Online Review	0,908	0,70	Reliable
Purchase Decision	0,812	0,70	Reliable

Normality Test Results

Normal P-P Plot of Regression Standardized Residual



Multiple Linear Regression Test Results

$$Y = 17.100 + 0.228x_1 - 0.279x_2$$

The result of the regression equation from multiple linear regression analysis is that the constant value (a) has a positive sign, namely, 17,100, which means of marketing mix and online review is equal to zero (0), then purchasing decisions have increased. Regression coefficient value marketing mix (X1) namely 0.228 has a positive value,

meaning influence marketing mix on purchasing decisions is positive and quite strong. For the regression coefficient value online review (X2) namely -0.279 has a negative value, meaning influence online review to the purchase decision is opposite. If online reviews increase, then the purchase decision will decrease. On the contrary, when online reviews decrease, purchasing decisions will increase.

Hypothesis Test Results (Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.100	2.904		5.888	.000
	Marketing Mix	.228	.036	.681	6.374	.000
	Review Online	-.279	.083	-.362	-3.384	.001

a. Dependent Variable: Keputusan Pembelian

Marketing Mix t test results on purchasing decisions

Test results using SPSS for variables marketing mix (X1) towards increasing purchasing decisions (Y) obtained a t value of 6.378 which means it is greater than the t table value of 1.984 ($6.378 > 1.984$) with a significance value smaller than 0.05 ($0.000 < 0.05$) and the regression coefficient is positive of 0.228. This concludes that the variable marketing mix (X1), has a significant effect on purchasing decisions (Y). Based on these results it can be concluded that H1 accepted and H0 rejected which means marketing mix can partially influence purchasing decisions.

Online Review t test results on Purchasing Decisions

Test results using SPSS for variables review online (X2) on purchasing decisions (Y) obtained a calculated t value of -3.384 which means it is smaller than the t table value of 1.984 ($-3.384 < 1.984$) with a significance value smaller than 0.05 ($0.001 < 0.05$) and the regression coefficient negative value of -0.279. This concludes that the variable review online (X2), does not have a significant effect on purchasing decisions (Y). Based on these results it can be concluded that H0 accepted and H1 rejected which means review online partially may have no effect on purchasing decisions.

Hypothesis Test Results (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	186.137	2	93.068	20.488	.000 ^b
	Residual	440.623	97	4.543		
	Total	626.760	99			

a. Predictors: (Constant), Review Online, Marketing Mix
b. Dependent Variable: Keputusan Pembelian

The calculated F value is 20.488. If compared with F Table, F Calculation is $20.488 > F$ table 3.09 with a significance of $0.000 < 0.005$. From these results it can be concluded that the independent variable marketing mix (X1) and online review (X2) simultaneously has a significant influence on the dependent variable purchasing decisions (Y). Based on these results it can be concluded that H1 accepted and H0 rejected which means marketing mix and review online simultaneously influence purchasing decisions.

Correlation Coefficient Test Results (R2)

Model summary worth adjusted R square amounting to 0.412 or 41.2% which means the independent variable marketing mix and online review influences purchasing

decisions by 41.2% and the rest is influenced by other factors. Based on the interpretation value of the relationship between variables, test the coefficient of determination (R^2) where the R value is 0.412, which is included in the category that has a sufficient relationship or sufficient correlation.

CONCLUSION

Based on the results of the research and discussions that have been carried out and the data that has been carried out and the data from the research results that have been presented, the final conclusions that can be drawn in this research are:

1. Based on the results of the hypothesis test on the t test on variables marketing mix The calculated t value is 6.378, which means it is greater than the t table value of 1.984 ($6.378 > 1.984$) with a significance value that is smaller than 0.05 ($0.000 < 0.05$). This concludes that the variable marketing mix has a significant effect on purchasing decisions. Based on these results it can be concluded that H1 accepted and H0 rejected which means marketing mix can partially influence purchasing decisions.
2. Based on the results of the hypothesis test on the t test on variables online review The calculated t value is -3.384, which means it is smaller than the t table value of 1.984 ($-3.384 < 1.984$) with a significance value that is smaller than 0.05 ($0.001 < 0.05$). This concludes that the variable online review does not have a significant effect on purchasing decisions. Based on these results it can be concluded that H0 accepted and H1 rejected which means online review partially may have no effect on purchasing decisions.
3. Based on the results of the hypothesis test on the F test, the calculated F value is 20.488. If compared with F Table, F Calculation is $20.488 > F$ table 3.09 with a significance of $0.000 < 0.005$. From these results it can be concluded that the independent variable marketing mix and online review simultaneously has a significant influence on the dependent variable of purchasing decisions. Based on these results it can be concluded that H0 accepted and H1 accepted which means marketing mix and online review simultaneously has less influence on purchasing decisions.
4. Based on the results of the correlation coefficient test (R^2) is worth adjusted R square amounting to 0.412 or 41.2% which means the independent variable marketing mix and online review influences purchasing decisions by 41.2% and the rest is influenced by other factors.

LIMITATION

Shopee companies can be more proactive in spotting sellers who are selling products that do not match what was previously offered. Apart from that, looking at the seller's credibility and work record through the value provided by customers is a must. This is done to prevent problems for consumers in the future. Meanwhile, consumers who make purchases on Shopee must be selective in purchasing goods and must read the item description first. Apart from that, consumers are asked to be more observant in assessing a shop on Shopee by looking at the number of other consumers who visit it as

well review-review what previous consumers have done before making a purchasing decision.

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