

ANALYSIS OF ONLINE E-COMMERCE MARKETING AND DIGITAL MARKETING IN CONSUMER INTEREST TO BUY SHOES PRODUCTS IN THE KARAWANG REGION

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ABSTRACT

Running a business sometimes gets a big profit and sometimes gets a loss from a business. Technology and digital media that are increasingly developing have changed people's activities from offline shopping to online. The lack of marketing methods in a business and the company's lack of innovative strategies in product sales promotion result in high costs. This makes the company's cash depleted only for promotional activities. This study aims to determine the extent of the influence of online e-commerce marketing Tokopedia and digital marketing on the interest in buying Adidas shoes in Karawang. With the Equation Stuctural Equation Modeling (SEM) method, it can be used to estimate the direct, indirect and total effects. The study conducted by researchers is to measure the positive influence of several indicators on each variable in it by using a statistical test tool, namely Partial Least Square (PLS) using SmartPLS 3.0 software. The results of this study indicate that online marketing and digital marketing have a positive effect on buying interest.

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1. INTRODUCTION

In the industrial era 4.0, technological developments are increasingly rapid, especially in post-covid-19 conditions, technology is increasingly developing and widely used, especially in the trade sector. The increase in online trading and shopping is felt, besides that the marketing system that developed after the discovery of the internet is better known as E-commerce which is one of the applications of internet technology in business, especially in the field of marketing which is popularly done online. Through internet media, marketing promotion activities enable companies to reach consumers more broadly and intensively. Some of the products promoted online include Adidas shoes. The following is the Top Brand Index of Adidas shoes from 2019-2023[1], as follows:



Figure 1 Top Brand Index of Adidas Shoes 2019 – 2023

Source: Data processed, 2023

Based on the data above, interest in buying adidas shoes in the last 5 years has fluctuated, sometimes up and down. This ups and downs condition is one of the questions that researchers want to analyze what causes it, from the theory we know that online marketing can increase buying interest, apart from online

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marketing we also know that the use of digital marketing is very helpful in disseminating information and promoting a product. Through digital media marketing, entrepreneurs are expected to be able to easily promote their products to consumers without meeting face to face, thus making time and energy more effective and efficient [2]. This is also the basis for the purchase intention of prospective consumers towards goods that are very suitable for measuring attitudes towards the class of products, services or brands needed. Based on the problems and phenomena that occur, the authors want to analyze whether Online Marketing E-Commerce Shopee and Digital Marketing have an influence on Buying Interest in Consumers of Adidas Shoes in the Karawang area

2. LITERATURE REVIEW

The era of digitalization has had a considerable influence on developments in various sectors, including the economic and business sectors. To face this we must be able to adapt to technology. Online marketing and digital marketing is one answer to this problem. Business people really take advantage of online marketing media as a driving force for their business wheels [2]. We need to know that online marketing is a company performance system that focuses on selling goods, services or promotions that use internet media as a support for the system. Online marketing here is better known as e-commerce which uses internet media as a transaction activity so that shopping activities become easy and efficient [3]. One of the advantages of online marketing here is that the payment system becomes easier and more efficient besides online marketing, easy internet access, guaranteed transaction security, affordable shipping costs [3]. Online marketing is supported by adequate digital marketing, especially in this era of digitalization which cannot be separated from technology, digital marketing itself is all efforts made in terms of marketing using internet-connected device marketing with various strategies and digital media, which in turn can communicate with potential customers with online channels [4]. This is further supported by a survey conducted in previous research which found that 132.7 million Indonesians are connected to the internet, where currently the internet plays an important role in determining consumer purchasing decisions [5]. With the existence of online marketing and digital marketing, it can easily influence buying interest from consumers themselves, buying interest itself, namely consumer behavior that arises in response to objects that indicate a person's desire to purchase a particular product [6]. This is the basis for buying interest in goods objects that are very suitable for measuring attitudes towards product classes, services, or brands [7].

The proposed research refers to several articles, research, and the results of previous thoughts that have been carried out by the research team as shown below:

1. Waluyo Jati and Hanafi Yuliansyah in an article entitled "The Effect of Online Marketing Strategy on Consumer Purchase Interest". Published in the Journal of Competitive Marketing Management, Vol.1 No.1, October 2017, ISSN (print) 2598-0823. From this study it was stated that the results of a simple linear regression test were $Y = 3.502 + 0.916 X$, stating that each addition of one unit to an online marketing strategy would increase buying interest [8].
2. Hawangga Dhiyaul Fadly and Sautama in an article entitled "Building Online Marketing and Digital Branding in the Midst of the Covid-19 Pandemic". Published in the Ecoment Global Journal Volume 5 Number 2 August 2020 Edition, P-ISSN : 2540-816X E-ISSN : 2685-6204. The results of this study state that the choice of online marketing to market goods or services has a very positive effect both on economic development and growth in consumer buying interest. In addition, the Indonesian people are very confident in transactions [9].
3. Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani in an article entitled "The Influence of Digital Marketing, Word Of Mout, and Quality of Service on Purchasing Decisions". Published in E-Journal of Management, Vol. 9, No. 7, 2020 : 2596-2620, ISSN : 2302-8912. From this study it is stated that the results of this study indicate that the higher digital marketing, word of mouth, and service quality, the higher the purchase decision [10].
4. Siti Khoziyah and Evawani Elysa Lubis in an article entitled "The Influence of Digital Marketing on Purchasing Decisions of Followers Online Shop Instagram @Kpopconnection". Published in the Journal of Communication Studies, Vol.10, No. 1, 2021 : P-ISSN : 2252-665X E-ISSN : 2176-1889. From this study it states that the results obtained show that Digital Marketing has an important influence on purchasing decisions for the online shop @Kpopconnection [7].
5. Re Minta Lumban Batu, Tiar Lina Situngkir, Indah Krisnawati, and Sherliana Halim in an article entitled "The Influence of Digital Marketing on Online Purchase Decisions on the Shopee Online Shopping Platform". Published in the Journal of Economics and Business, Vol. 18, no. 2, 2019, ISSN: 1412 – 2774. From this study the results were obtained: 1) The description of digital marketing has a

- high influence on websites, 2) The description of online variables has a high influence on need decisions, 3) There is a positive effect of digital marketing on online purchases decisions[11].
6. Bryan Yelanda Prashandyawan, Adietya Arie Hetami, Annisa Wahyuni Arsyad "The Influence of Tokopedia.Com E-Commerce on Interest in Buying Clothes Online in Mulawarman University Students". Published in the Communication Studies eJournal, Vol 7 (4) : 2019 : 267-279 ISSN 2502-5961 (Print), ISSN 2502 – 597X (Online). The results of this study state that the influence of buying interest through tokopedia.com, in this category is at a moderate level, this means that tokopedia.com is seen as attractive only to some people.[12]
 7. Amira M. Omar & Nermine Atteya entitled "The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market". Published in the International Journal of Business and Management; Vol. 15, No. 7; 2020 ISSN 1833-3850 E-ISSN 1833-8119 Published by the Canadian Center of Science and Education. From the results of this study indicate that email has a very positive influence on consumer purchasing decisions in two phases (post-purchase and information research). In purchasing, the decision phase has a negative effect on the customer's decision. Mobile phones, as a digital marketing channel, have a negative impact on consumer decisions through all stages of the consumer buying decision process in the Egyptian market. Also, retargeting has a high effect on consumer decisions in the evaluation stage; hence, the research needs of information recognition, purchase decision, and post purchase[13].
 8. Dede Solihin in an article entitled "The Influence of Customer Trust and Promotion on Consumer Purchase Decisions at Online Shope Mikaylaku With Buying Interest as an Intervening Variable". Published in Mandiri Journal Vol. 4, No. 1, 2020, ISSN : 2580-3220 E-ISSN : 2580 – 4588. The results of this study prove that the higher the level of customer trust, the higher the customer's buying interest [14].
 9. Obedient Kuspriyono in an article entitled "Marketing Strategy for Online-Based Merchant Community and Marketing Personalization on Marketing Performance" Published in Secretarial and Management journal, Vol. 4, No. 2, 2020, P-ISSN : 2550-0805 E-ISSN : 2550-0791. From the results of this study it was found that the Online Merchant Community and Marketing Personalization had an influence on Marketing Performance after the F Test was carried out [15].
 10. Normal Mario, Altje Tumbel, and Mac Donald Walangitan in an article entitled "Utilization of Online Marketing Systems and Marketing Strategies in Increasing Consumer Purchases During the Covid-19 Pandemic (Case Study of Manado Online Shop)" Published in the EMBA journal Vol. 4, No. 2, 2021, ISSN 2303-1174. From the research results obtained are: Partially online marketing has a positive and significant effect on purchasing decisions, and Partially online marketing strategies have a positive and significant effect on purchasing decisions[16]

Based on the results of previous research on different research variables or objects as well as the underlying theory, it shows that there is still a research gap in the factors that influence consumer buying interest. In this study, the researchers wanted to update their research by highlighting online marketing and digital marketing as factors that influence consumer buying interest in shoe products.

Consumer Buying Interest

Purchase intention is consumer behavior that arises in response to objects that indicate a person's desire to purchase a particular product (Philip Kotler and Kevin Lane Keller, 2016)

This is the basis for buying interest in goods objects that are very suitable for measuring attitudes towards product classes, services or brands. (Kanuk and Michal, 2015), Where consumers form their choices among several brands that are incorporated in the choice set, then in the end make a purchase at an alternative that they like best or the process that consumers go through to buy an item or service based on various considerations. (Pramono, 2012)

Online Marketing

According to (Kotler, 2011) Online Marketing is a company performance system that focuses on selling goods, services or promotions that use internet media as a support for the system. Online marketing here is better known as e-commerce which uses internet media as a transaction activity so that shopping activities become easy and efficient.

One of the advantages of online marketing here is that the payment system becomes easier and more efficient. Usually, people make payments using an ATM (Automatic Teller Machine) or bank account. Products that are marketed are also available through internet media so that people who want to just see or buy can see product displays without having to come directly to the store or to the place of sale.

Digital Marketing

According to (Andi Gunawan Chakti, 2019) Digital marketing is all efforts made in terms of marketing using internet-connected marketing devices with various strategies and digital media, which in turn can communicate with potential consumers with online channels. Various digital accesses that can be used so that potential consumers can view offers, such as: Websites, Blogs, Social Media (Instagram, WhatsApp, Line), Interactive Audio Video (YouTube, Video), Interactive Audio (Podcast, Spotify) and Display Ads.

The purpose of digital marketing activities is to promote a brand, build preferences, and increase sales through various digital marketing techniques. Various digital marketing activities include search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, E-Commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks, games, and other forms of digital media. Its activities can also be extended to non-internet channels that provide digital media services, such as mobile phones (SMS and MMS)

3. METHOD

The target population in this research is consumers who have bought/used Adidas shoe products with a total of 150 respondents so that the percentage of allowance used is 5% of the calculation results can be rounded up to achieve conformity.

The sample that became the respondent in this study was adjusted to 110 respondents from the total target population in the Karawang area, this was done to facilitate data processing for better test results.

The samples were taken based on the technique of simple random sampling probability sampling, in which researchers provide equal opportunities for the entire population of the people of the Karawang area to be selected as a random sample without looking at the strata in the population itself.

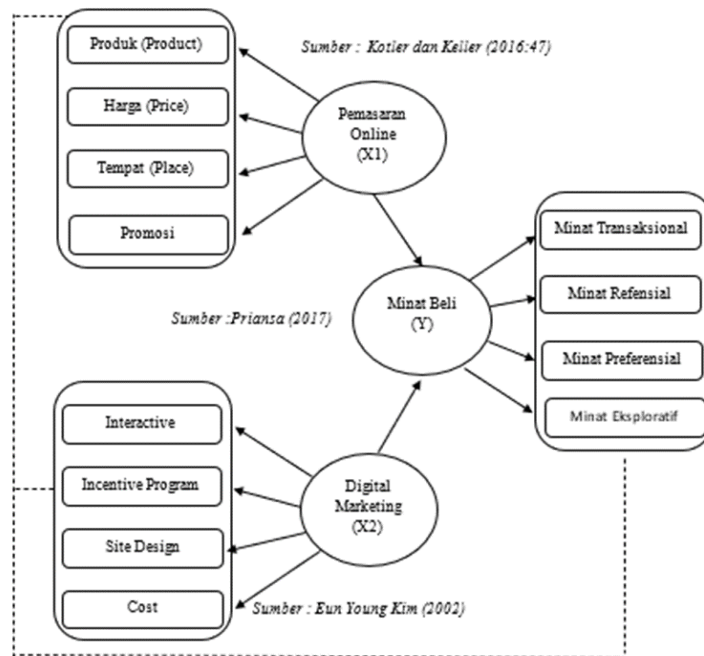


Figure 2. Research Design

Analysis Method

The researcher analyzed the data that has been described using descriptive and verification methods. Verification analysis in this study used a statistical test tool, namely the variance-based structural equation test or better known as Partial Least Square (PLS) using SmartPLS 3.0 software. Partial Least Square (PLS) analysis is a multivariate statistical technique that performs comparisons between multiple

dependent variables and multiple independent variables, and the evaluation of the Partial Least Square (PLS) model is carried out by evaluating the outer model and the inner model.

The research will be carried out using a quantitative approach which is a form of scientific research that examines one problem from a phenomenon, and looks at the possibility that there is a link or relationship between variables in the problem set [17]. This research is descriptive in nature, the research method is to answer research problems related to data in the form of numbers and statistics which is done through a questionnaire. The test tool used by researchers in this study is Partial Least Square (PLS) which is software that is able to describe latent variables (not directly measurable) and is measured using its indicators (manifest variables) [18]. The methods and test equipment used are intended to test the hypothesis by using statistical calculations. This research is used to test the effect of online marketing (X1) and digital marketing (X2) on buying interest (Y).

4. RESULT AND DISCUSSION

Test of Validity and Reliability

In this study using descriptive analysis and verification. Verification analysis in this study used a statistical test tool, namely the variance-based structural equation test or better known as Partial Least Square (PLS). Partial Least Square (PLS) analysis is a multivariate statistical technique that performs comparisons between multiple dependent variables and multiple independent variables, and the evaluation of the Partial Least Square (PLS) model is carried out by evaluating the outer model and the inner model.

The following data analysis techniques in this study use primary data, including 3 stages, namely as follows:

1. Test Instrument Data

The test instrument used in this study was the validity and reliability test which was distributed to 110 samples of consumers of Adidas shoes in Karawang, to analyze the validity and reliability and the results of the analysis were used as a reference in obtaining data for further analysis. The influence of Tokopedia e-commerce online marketing and digital marketing on purchase intention is analyzed using the smartPLS analysis tool.

In this study, hypothesis testing used the Partial Least Square (PLS) analysis technique with the smartPLS 3.0 program. The following is a proposed PLS program model scheme:

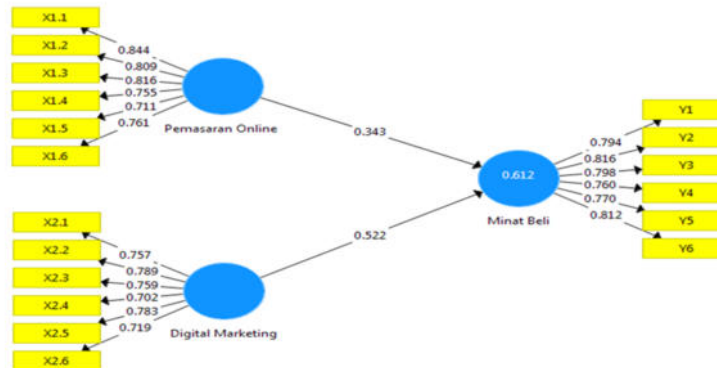


Figure 3. Outer Model

2. Evaluation of Measurement Model (Outer Model)

The outer model shows how the manifest or observed variables represent the latent variables to be measured. In this model analysis, it specifies the relationship between latent variables and their indicators.

The stages in the smartPLS analysis evaluate the outer model which is divided into validity tests and reliability tests by looking at each variable based on the following four criteria:

- a. Convergent validity: An indicator is considered valid if the coefficient value is > 0.70 . Factor loadings in this study all the indicator variables already have a value of > 0.70 . This means that the indicator can be considered valid.
- b. Discriminant Validity: A variable is said to be valid if the Average Variance Extracted (AVE) of each variable has a value of > 0.50 .

- c. Composite Reliability: A variable is said to be reliable if the Composite Reliability of each variable has a value > 0.70.
- d. Cronbach's Alpha: A variable is said to be reliable if the Cronbach's Alpha of each variable has a value of > 0.70

Outer Model testing stages are:

a. Validity Test Analysis

In conducting research, this validity test is a measurement of whether each question presented in the form of a questionnaire is able to represent the variables studied. In using smartPLS, validity measurement is carried out in 2 ways and the results of the analysis that have been carried out are:

1) Convergent Validity

The Convergent Validity value is the loading factor value on the latent variable with its indicators. Used to test the validity of each indicator in a variable, an individual reflexive measure is said to be high if it correlates > 0.7 with the construct you want to measure, meaning that the indicator is valid for measuring constructs that are made or meet the requirements. The following is the outer loading value of each indicator on the research variables:

Table 1 Convergent Validity Analysis Results

Statement Items	Digital Marketing	Interest in Buying	Online Marketing	Description
X1.1			0.844	Valid
X1.2			0.809	Valid
X1.3			0.816	Valid
X1.4			0.755	Valid
X1.5			0.711	Valid
X1.6			0.761	Valid
X2.1	0.757			Valid
X2.2	0.789			Valid
X2.3	0.759			Valid
X2.4	0.702			Valid
X2.5	0.783			Valid
X2.6	0.719			Valid
Y1		0.794		Valid
Y2		0.816		Valid
Y3		0.798		Valid
Y4		0.760		Valid
Y5		0.770		Valid
Y6		0.812		Valid

The results of processing using smartPLS can be seen in table 1 above showing that the 3 variables used in this study such as online marketing, digital marketing and buying interest in each statement representing each variable have a loading factor value of > 0.7 so that all indicators are said to be meets the requirements or is valid for research use and can be analyzed further.

2) Discriminant Validity

Discriminant validity measurements use cross loading values and average variance extracted (AVE) values.

The results obtained in the test with average variance extracted (AVE) show that the AVE value of each variable used is > 0.5, so it can be said that it meets the requirements or is valid as presented in table 4 above and is also strengthened in the form of table 5 below which shows each variables that have conditions > 0.5.

Table 2 Average Variance Extracted (AVE)

Variabel	Average Variance Ekstracted (AVE)	Description
Digital Marketing	0.566	Valid
Interest in Buying	0.627	Valid
Online Marketing	0.614	Valid

Based on the data in table 2 above, it can be seen that the average variance extracted (AVE) value from digital marketing > 0.5 is 0.566, for the variable value of buying interest > 0.5 with a value of 0.627, and for the online marketing variable value with a value of 0.614. This shows that each variable has a good discriminant validity value and meets the requirements.

In addition to observing the average variance extracted (AVE) value, discriminant validity can also be known through the cross loading indicator value on the variable which is the largest compared to other variables.

The following are the measurement results obtained in the test with cross loading on each research variable indicator:

Table 3 Results of Cross Loading Analysis

Statement Items	Digital Marketing	Interest in Buying	Online Marketing
X1.1	0.576	0.602	0.844
X1.2	0.434	0.493	0.809
X1.3	0.599	0.570	0.816
X1.4	0.450	0.467	0.755
X1.5	0.379	0.371	0.711
X1.6	0.435	0.575	0.761
X2.1	0.757	0.590	0.515
X2.2	0.789	0.541	0.457
X2.3	0.759	0.537	0.431
X2.4	0.702	0.476	0.384
X2.5	0.783	0.632	0.524
X2.6	0.719	0.517	0.466
Y1	0.552	0.794	0.564
Y2	0.604	0.816	0.481
Y3	0.515	0.798	0.575
Y4	0.626	0.760	0.470
Y5	0.497	0.770	0.563
Y6	0.679	0.812	0.519

The results obtained in table 3 above show that the value of each statement item, both online marketing, digital marketing, and buying interest, produces a cross loading value > in making comparisons between the variables in the statements used to represent them.

b. Reliability Test Analysis

Reliability measurement will show how accurate the consistency of the respondent's answers is in the variable used to determine whether the respondent is consistent in answering the statement under study. In this measurement there are 2 ways used in research, namely:

a) Composite Reliability

Composite reliability is the part that is used to test the value of the variable indicator reliability, a construct is said to be reliable if the composite reliability value > 0.7 has high reliability even though 0.6 is still acceptable. The following are the results of the Composite Reliability analysis of each variable :

Table 4 Composite Reliability Analysis Results

Variabel	Composite Reliability	Description
Digital Marketing	0.886	Reliable
Interest in Buying	0.910	Reliable
Online Marketing	0.905	Reliable

Based on the data in table 4. above, the composite reliability value generated for each digital marketing variable, purchase intention and online marketing > 0.7 where the composite reliability value of the digital marketing variable > 0.7 is equal to 0.886, then the buying interest variable > 0, 7 which is equal to 0.910, and online marketing variable > 0.7 equal to 0.905. So that the value of each variable > 0.7 indicates that the three variables are reliable.

b) Cronbach's Alpha

The reliability test with composite reliability can be strengthened by using the Cronbach's alpha value, the variable assessment criteria if the Cronbach's alpha value for each variable is > 0.7 then it is said to be reliable. The following are the results of Cronbach's alpha for each variable:

Table 5 Results of Cronbach's Alpha Analysis

Variabel	Composite Reability	Description
Digital Marketing	0.846	Reliable
Interest in Buying	0.881	Reliable
Online Marketing	0.874	Reliable

Based on the data in table 4.15 above, the Cronbach's alpha value generated for each digital marketing variable, purchase intention and online marketing is > 0.7 where the Cronbach's alpha value of the digital marketing variable is > 0.7 which is equal to 0.846, then the buying interest variable > 0.7 which is 0.881, and the online marketing variable > 0.7 is 0.874. So that the value of each variable > 0.7 indicates that the three variables are reliable.

3. Evaluation of the Structural Model (Inner Model)

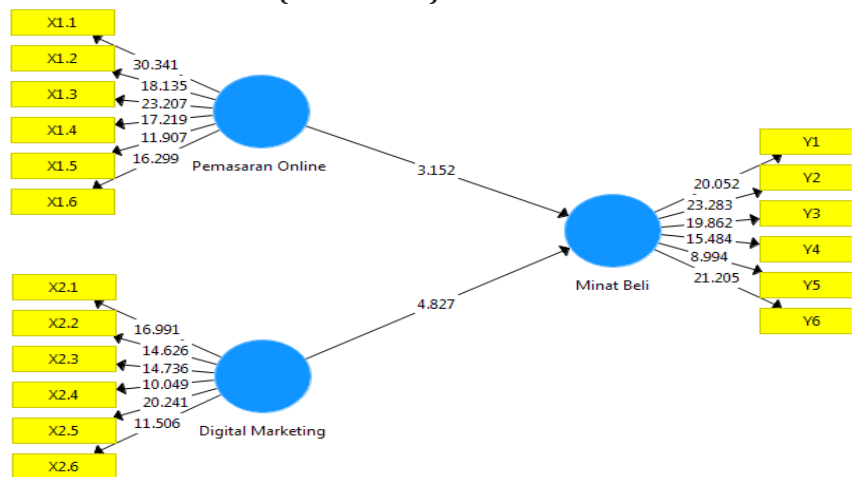


Figure 4. Outer Model

The inner model shows the power of estimation between latent or construct variables. This study will explain the results of the path coefficient test, goodness of fit test and hypothesis testing. In assessing the structural model with PLS by means of, among others:

1. Model Feasibility Analysis (Goodness of Fit)

1) R-Square

This test is to determine whether the model formed is feasible to study or not by looking at research conducted using smartPLS 3.0 software, the R-Square value is obtained as follows:

Table 6 Results of R Square

Model	R Square	Adjusted R Square
Interest in Buying	0.612	0.605

Based on table 6 the R-Square above is used to see the effect of online marketing and digital marketing variables on buying interest. Based on the data in the table above, it is known that the influence of online marketing and digital marketing variables on buying interest is 0.612 or 61.2%.

2) Q-Square

The Q-Square value has the same meaning as the coefficient of determination (R-Square) in the regression analysis, where the higher the Q-Square, the better the model can brush or fit the data. The results of calculating the Q-Square value are as follows:

Table 7 Results of Q Square

Variabel	SSO	SSE	Q2 = 1-SSE/SSO
Digital Marketing	660.000	660.000	
Interest in Buying	660.000	416.569	0,369
Online Marketing	660.000	660.000	

Based on table 7 above, the Q-Square value above 0 is obtained for a total of 0.369. This shows that the purchase intention variable is 0.369/ so it can be concluded that this variable has good predictive relevance.

3) Effect size f^2

Evaluation of the structural model (inner model) using the effect size (f^2) is used to see the magnitude of the influence of each exogenous latent variable in forming endogenous variables. The value of (f^2) determines the magnitude of each variable. The reference value used is 0.002 indicating a small influence, 0.015 indicating a medium influence and 0.35 indicating a large influence (Chin 1998) in Ghozali and Lantan 2015.

Table 8 Result of Effect Size f^2

Variabel	Interest in Buying	Description
Digital Marketing	0.433	Large
Interest in Buying		
Online Marketing	0.187	Large

Based on table 8 above the results of the effect size test (f^2) presented above show that the magnitude of the influence of online marketing on purchase intention is 0.187 where the value indicates a large influence, and the magnitude of the influence of digital marketing on purchase intention is 0.433 where the value This indicates a large influence.

Hypothesis

1. Hypothesis Test Results

Based on the data processing that has been done, the results can be used to answer the hypothesis in this study. The hypothesis test carried out in this study used the T-Statistics Test and P-Values. The research hypothesis can be declared accepted if the P-Values < 0.05. The following are the results of hypothesis testing obtained in this study through the inner model.

Table 9 T-Statistic and P Values

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistik (O/STDEV)	P Values	Description
Digital Marketing → Interest in Buying	0.522	0.513	0.106	4.924	0.000	Accepted
Online Marketing → Interest in Buying	0.343	0.360	0.103	3.345	0.000	Accepted

Based on the data table 4.19 above, it can be seen that of the two hypotheses proposed in this study, all of them are acceptable because each effect shown has a P-Values < 0.005, so it can be stated that the independent variable has a significant influence on the dependent.

2. Discussion of Hypothesis Results

a. Tokopedia E-commerce Online Marketing Against Buying Interest

The results of the analysis show that the influence of Tokopedia e-commerce online marketing on purchase intention is a positive and significant effect. Because the results of the t-statistic hypothesis test are greater than t-table (1.967) which is equal to 3.345 with a large influence of 0.360 and a P-value > 0.05 of 0.000 so that Tokopedia's e-commerce online marketing has a positive and significant effect on purchase intention. So these results are in accordance with research conducted by (Waluyo Jati and Hanafi Yuliansyah, 2017) which shows the results of Tokopedia have a positive effect on purchase intention

b. Digital Marketing Against Buying Interest

The results of the analysis show that digital marketing has a positive and significant effect on buying interest. Because the results of the t-statistic hypothesis test are greater than t-table (1.967) which is equal to 4.924 with a large influence of 0.513 and a P-value > 0.05 of 0.000 so that digital marketing has a positive and significant effect on purchase intention. So these results are in accordance with research conducted by (Gede Wisnu Saputra and I Gusti Agung Ketut Sri Ardani, 2020) which shows that digital marketing results have a positive effect on purchase intention.

c. Tokopedia E-commerce Online Marketing and Digital Marketing Against Buying Interest

The results of the analysis show that Tokopedia's e-commerce online marketing and digital marketing have a positive and significant impact on buying interest. Due to the results of the P-value of both variables > 0.05 and acceptable. So these results are in accordance with research conducted by (Hawangga Dhiyaul Fadly and Sautama in an article entitled Building Online Marketing and Digital Branding in the Midst of the Covid-19 Pandemic, 2020) which shows the results of Tokopedia's e-commerce online marketing and digital marketing have an effect on purchase intention.

5. CONCLUSION

Based on the results of data analysis and discussion in the previous chapter which was carried out to answer the analysis of the influence of online marketing and digital marketing on purchase intention, it is known that all three hypotheses are accepted. This shows that there is a significant influence between the independent and dependent variables.

From the results of the research that has been done, it is very important to implement Tokopedia e-commerce online marketing and digital marketing for shoe companies, especially Adidas shoes, considering that currently many sales are through online media so that the company can later benefit from the level of effectiveness and efficiency obtained. Tokopedia's e-commerce online marketing plays a full role in supporting the company's current marketing. If you want to achieve high sales targets, the company must implement Tokopedia e-commerce online marketing and digital marketing, judging by the current society (consumers) already using online media in their daily activities.

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