

THE EFFECT OF E-MARKETING STRATEGY ON THE PURCHASE DECISION OF PT. ROVCA CLOTHING PRODUCTS IN MAKASSAR

Jamaluddin. S

Fakultas Ekonomi Dan Bisnis, Universitas Muhammadiyah Makassar

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ABSTRACT

This study aims to analyze the effect of E-Marketing strategy on product purchasing decisions of PT. Rovca Clothing in Makassar in 2017, in terms of the aspects of trust, ease (easy to use), information quality (information quality), and price (price). , as well as other research results that are relevant to the object under study, in this case primary data from the company PT. Rovca Clothing Makassar. The statistical analysis used in this study is multiple regression analysis using the SPSS 20 program. The results of this study indicate the variables of trust, ease of use, information quality, and price simultaneously (together) have a significant effect on product purchase decisions PT. Rovca Clothing Makassar in 2017. This is evidenced by the results of the F test with a significance level below 0.05. The variables of trust (trust), ease (easy to use), quality of information (information quality), and price (price) have a partial and significant effect on product purchasing decisions with each significance level below 0.05. The most dominant variable influencing product purchasing decisions is trust. This is evidenced by the Beta coefficient of trust is greater than the other variables, namely 0.233. Ease (easy to use), information quality (information quality), and price (price) have a partial and significant effect on product purchasing decisions with each significance level below 0.05. The most dominant variable influencing product purchasing decisions is trust. This is evidenced by the Beta coefficient of trust is greater than the other variables, namely 0.233. Ease (easy to use), information quality (information quality), and price (price) have a partial and significant effect on product purchasing decisions with each significance level below 0.05. The most dominant variable influencing product purchasing decisions is trust. This is evidenced by the Beta coefficient of trust is greater than the other variables, namely 0.233.

E-mail:
Jamaluddin323@gmail.com

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1. INTRODUCTION

PT. Rovca Clothing started a business by selling and promoting through social media. This is what is called e-marketing. According to Kotler, e-marketing describes the company's efforts to inform, communicate, promote and market their products and services through the internet. The existence of e-marketing is one of the promotional alternatives that is quite promising to be applied at this time, because e-marketing provides various facilities for both parties, both from the company and from the community (consumers). [1], [2]. From the side of the company, it can make it easier to promote or market products at a cost that is not too expensive and can be reached all over the world, while the community (consumers) can make it easier to get information about the products being sold and expand information about these products, simply by open the website, select the desired product or service, place an order, make a transaction and the product or service will be delivered. Choosing an e-marketing strategy that fits the company and knowing in detail how and the impact of its implementation is very important and needed by the company [3], [4]. Based on research conducted by Luthfiyah, entitled the influence of online marketing on purchasing decisions of SMA Yayasan Pendidikan Harapan 3 Medan students, it shows that trust, ease of use (easy to use), information quality (information quality), and price (Price) affect to purchasing decisions. Purchasing decisions made by consumers consist of several stages, namely problem recognition, information

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search, alternative evaluation, purchase decisions, and post-purchase behavior, besides online purchasing decisions are also influenced by several factors such as trust, ease of use), the quality of information (information quality), and price (price)[5][6], [7]. A smart company will try to fully understand the customer's decision-making process all their experiences in learning, choosing, using, even disposing of products). The results of this study indicate that simultaneously trust, information quality, ease of use and price have a positive and significant effect on online purchasing decisions for SMA Yayasan Pendidikan Harapan 3 Medan students. Partially, the easy of use variable has a positive and significant effect on online purchasing decisions for students at SMA Yayasan Pendidikan Harapan 3 Medan.

Likewise with PT. ROVCA CLOTHING which is engaged in the clothing business tries to maintain its market share so that the products it markets can be maintained and even improved, this is very important considering that one of the sources of income for PT. ROVCA CLOTHING is the sale of its various products including "ROVCA" products. PT. ROVCA CLOTHING which was launched in Makassar in 2000 offers the product "ROVCA" which is expected to meet customer needs and become a superior product that is ready to compete with similar products in Makassar. As for now the efforts made by PT. ROVCA CLOTHING to increase sales of "ROVCA" products, namely by using e-marketing-based marketing promotions by introducing their products to the public by placing advertisements through print and electronic media, accompanied by distribution of merchandise to provide accurate and clear information as well as optimal service. total to consumers. With this marketing promotion, it is hoped that the resulting product will be known by the wider community and build a strong brand and have an identity that can describe a value that will stick in the minds of consumers, and can attract buying interest from consumers or prospective buyers so that the company's goal is to increase sales volume. , and make it a leader position in the market. accompanied by the distribution of merchandise to provide accurate and clear information as well as optimal/total service to consumers. With this marketing promotion, it is hoped that the resulting product will be known by the wider community and build a strong brand and have an identity that can describe a value that will stick in the minds of consumers, and can attract buying interest from consumers or prospective buyers so that the company's goal is to increase sales volume. , and make it a leader position in the market. accompanied by the distribution of merchandise to provide accurate and clear information and optimal/total service to consumers. With this marketing promotion, it is hoped that the resulting product will be known by the wider community and build a strong brand and have an identity that can describe a value that will stick in the minds of consumers, and can attract buying interest from consumers or prospective buyers so that the company's goal is to increase sales volume. , and make it a leader position in the market.

2. METHOD

2.1 Research Location and Time

One important component of a research is the location / place of research (in this case is a company). The company that is the object of the author's research is PT. ROVCA CLOTHING "ROVCA". Where this research is planned from March to April 2017.

2.2 Population and Sample

Sugiyono suggested that the population is a generalization area consisting of objects/subjects, which have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Meanwhile, according to Sugiyono, the sample is part of the number and characteristics possessed by the population[8]. In this study, the authors make ROVCA Makassar consumers as the population in this study. The procedure which is then used for data collection is a probability sampling technique, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. Then the method of Simple Random Sampling is used, namely the sampling of population members is carried out randomly without regard to the strata that exist in the population. This method is done because the members of the population are considered homogeneous.

2.3 Data Types and Sources

The type of data used is qualitative data and quantitative data, where in qualitative data the data obtained are in the form of information, both orally and in writing, which include company history and other explanations and are required in writing. While quantitative data, the data obtained in the form of numbers that can be calculated[9]. This data is obtained from the calculation of the questionnaire related to the problems discussed. The source of the data used is primary data, where the data obtained by collecting directly from the object of research, namely distributing questionnaires directly to the selected respondents. And secondary data in the form of written and unwritten information obtained from companies, internet, magazines, newspapers, and books related to this research.

2.4 Data collection technique

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Data collection techniques in this study were using questionnaires, literature study and observation, using a list of questions that had been made in order to obtain data in the study, where the questionnaire was asked for things that were relevant and related to the research objectives. The scale used in this questionnaire is a Likert scale, then the variables to be measured are translated into variable indicators[10].

2.5 metode Analysis

The analysis technique used in accordance with the model above is multiple regression where the value of the dependent variable can be obtained from the survey results whose calculations will use a Likert scale. The measurement method is to confront a respondent with a question and then be asked to provide an answer. The data that has been collected from the questionnaire will then be measured by measuring ordinal data with calculated weights.

3. RELUST AND DISCUSSION

3.1 Characteristics of Respondents

Respondents (sample) in this study are ROVCA consumers who live in the Makassar area (as many as 100 people). Determination of respondents is based on data obtained from PT. ROVCA CLOTHING Makassar area, that the number of registered customers until 2014 is estimated to continue to increase every day, so that with the desired error limit of 10%, a sample size of 100 people is obtained. The characteristics of respondents based on gender can be seen through the following table:

Table 1. Characteristics of Respondents by Gender

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Mani	51	51.0	51.0	51.0
Woman	49	49.0	49.0	100.0
Total	100	100.0	100.0	

The results of the processed data regarding respondents based on gender in the table shows that of all 100 respondents, 51 respondents were male while 49 were female. This proves that men's interest in buying clothes online is greater than women's. Characteristics of respondents based on age can be presented in the table below.

Table 2. Characteristics of Respondents by Age

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
15 years – 24 years	40	40.0	40.0	40.0
25 years - 34 years	35	35.0	35.0	75.0
35 years – 40 years	25	25.0	25.0	100.0
Total	100	100.0	100.0	

The table above shows that there are 40 respondents aged 15-24 years, 35 respondents aged 25-34 years, and 25 respondents aged over 35-40 years. This proves that the age of 15-24 years is a productive age who has a high interest in clothing products online. Characteristics of respondents based on the last education can be presented in the table below, namely:

Table 3. Characteristics of Respondents Based on Last Education

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
SMP/Equivalent	28	28.0	28.0	28.0
SMA/SMK/Equivalent	31	31.0	31.0	9.0
D4/Bachelor (S1)	15	15.0	15.0	74.0

Total	100	100.0	100.0
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Based on the data in the table above, it shows that out of 100 respondents, 28 people with the last education of SMP/equivalent, 31 respondents with the last education of SMA/SMK/equivalent, 15 people with D3 education, and 26 people are Bachelors (S1). This proves that the education level of SMP/equivalent and Bachelor (S1) has more interest in online clothing products, while others are mostly included because of needs or orders on a large scale. Characteristics of respondents based on monthly income can be presented in the table below, namely:

Table 4. Characteristics of Respondents Based on Income

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp. 2.000.000,-	39	39.0	39.0	39.0
Rp. 2,000,001 To 5,000,000	48	48.0	48.0	87.0
>Rp. 5.000.000,- Total	13	13.0	13.0	100.0

Table 4 shows that out of 100 respondents, 39 of them earn < Rp. 2.000.000,- 48 people are income between Rp. 2,000,000 – Rp. 5,000,000, and 13 people with income > Rp. 5,000,000. This proves that income level has no effect on online shopping interest.

3.2 Description of Influenced Factor Variables and Independent Variable Score Calculation (X)

To see the respondents' responses to the indicators and also the calculation of scores for the influencing factor variables consisting of four, namely trust (X1), Ease (easy to use) (X2), Information quality (X3), and Price (X4), can be described as follows: Trust is the willingness of consumers to rely on trusted sellers in online transactions. The responses of respondents regarding trust can be seen through the following table.

Table 5. Responses to the Confidence Variable

Response	SS		S		CS		TS		STS		SKOR
	F	%	F	%	F	%	F	%	F	%	
1 Rovca online shop provides reliable information											
2 Rovca online shop provides good service											
3 prRovca products purchased via the online shop are of good quality	47	47	43	43	10	10	0	0	0	0	437
Average											433.3

Berdasarkan data in the table above, namely the responses of respondents regarding trust, for the first indicator in this case providing information on reliable products, most of the respondents said they agreed as many as 52 people or 52% of the total respondents. As for the second indicator, namely the provision of good service, the majority of respondents answered agree, with a percentage of 57% of the total respondents or 57 people. And for the third indicator, namely trust in product quality, 47 people or 47% of the total respondents said they strongly agree. Finally, it was concluded that respondents' responses to trust were in the range of scores. Ease of buying goods online is very important because with the many conveniences provided by online sellers, consumers can more easily interact, can shop easily, can reach information easily and not make consumers confused and uncomfortable. So that later can maintain customer loyalty and satisfaction. The respondents' responses regarding the convenience can be seen in the following table:

Table 6. Responses to the Convenience Variable

Response	SS		S		CS		TS		STS		SKOR
	F	%	F	%	F	%	F	%	F	%	
Pertanyaan											

1	It is easier for consumers to get product information in online shops than in stores	39	39	48	48	11	11	2	2	0	0	424
2	Peordering ROVCA products via the online shop is easier and more secure	29	29	47	47	20	20	4	4	0	0	401
3	Pepurchase (Payment) ROVCA products via online shop are easier and more secure	27	27	57	57	16	16	0	0	0	0	411
Average												412

Looking at the table above for the convenience variable, the majority of respondents answered agree to the three indicators, namely the ease of obtaining information, the ease of ordering and the ease of buying (payment). The respective percentages for the three indicators are 48% of the total respondents or 48 people, 47% of the total respondents or 47 people, and 57% of the total respondents or 57 people. Therefore, it was concluded that for the job satisfaction variable, the respondents' responses were in the high score range with an average value of 412. internet. Even some marketers are trying their best to be able to make internet advertisements that have entertainment value in order to attract the attention of consumers. The responses of respondents regarding the quality of information can be seen in the following table:

Table 7. Responses to Information Quality Variables

Response		SS		S		CS		TS		STS		SKOR
Pertanyaan		F	%	F	%	F	%	F	%	F	%	
1	Consumers trust the information provided via the online shop	22	22	60	60	15	15	2	2	1	1	400
2	infothe organization displayed in the online shop is in accordance with consumer expectations	32	32	57	57	9	9	1	1	1	1	418
3	infoThe organization presented in the online shop is complete	33	33	56	56	9	9	1	1	1	1	419
Average												412.3

According to the table above, the data shows that most of the respondents answered agree to the information quality variable with the three indicators. The number of responses was respectively 60% of the total respondents or 60 people, 57% of the total respondents 57 people and 56% of the total respondents or 56 people. It is concluded that this variable is in the very high score range with an average value of 412.3. Price is a determinant of a product which is the meeting point of the product offered with the demand for the product in question. In this regard, the following are the responses of the respondents:

Table 8. Responses to Price Variables

Response		SS		S		CS		TS		STS		SKOR
Pertanyaan		F	%	F	%	F	%	F	%	F	%	
1	The price of ROVCA products in the online shop is cheaper than buying in stores	32	32	56	56	11	11	1	1	0	0	419
2	PePaying for ROVCA products via an online shop is easy	28	28	50	50	20	20	1	1	1	1	403
3	Pepaying for ROVCA products via a secure online shop	14	14	59	59	25	25	2	2	0	0	385
Average												402.3

By looking at the table above, the conditions are the same as the previous variables. Where the majority of respondents answered agree to the three indicators in this variable, namely product prices that are cheaper than buying in stores, easy online payments, and safe online shop payments. The scores are 56% of the total respondents or 56 people, 50% of the total respondents or 50 people, and 59% of the total respondents or 59 people. This means that this variable is in the high score range with an average value of 402.3.

3.3 Multiple Regression Analysis

Making multiple regression equations can be done by interpreting the numbers in the unstandardized coefficient beta.

Table 10. Coefficients Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std.Error	Beta		
(Constant)	1,798	.380		4.733	.000
X1	.183	.071	.233	2,580	.001
X2	.128	.064	.190	2007	.048
X3	.128	.053	.220	2.407	.018
X4	.145	.062	.210	2,353	.021

From the regression equation above, it can be interpreted, the value of the equation constant is 1.798. This figure shows that the level of independent and dependent variables is ignored. The variables of trust (trust) X1, ease of X2, quality of information X3, and price of X4 have regression coefficient values of 0.183, 0.128, 0.128, and 0.145, respectively. The positive coefficient value shows a positive relationship of trust (trust) X1, X2 convenience, X3 information quality, and X4 price with product purchasing decisions via online shop. This means that if there is an increase in the values of the four variables, the value of product purchasing decisions by consumers will increase by the multiplier coefficient assuming the other independent variables are considered constant. Of the four variables, the trust variable has a greater influence on product purchasing decisions via online shops. The results of the study indicate that trust has a significant effect on purchasing decisions for PT. Rovca Clothing in Makassar. Based on the description of respondents' answers to the trust variable, the first statement item from the questionnaire distributed and analyzed, there were 52 respondents or 52% agreed that PT. Rovca Clothing can be trusted. The results of this study are supported by the opinion of Adityo (2011), trust has a positive influence on online purchasing decisions on the Kaskus site. Trust is a very important factor to be improved and maintained in conducting online transactions because online purchases do not allow for a meeting between sellers and buyers. The results showed that the easy of use variable had a significant effect on purchasing decisions on purchasing decisions for PT. Rovca Clothing in Makassar. Based on the description of respondents' answers to the first statement of the questionnaire distributed and analyzed, 48 respondents or 48% agreed that it was easier for consumers to obtain information about products via social media, websites, etc. than store. This is supported by the opinion of Hendra (2012), that convenience has a positive influence on online purchasing decisions on the Kaskus site. The results of the study indicate that information quality has a significant effect on purchasing decisions for PT. Rovca Clothing in Makassar. Description of respondents' answers to the information quality variable, ten statement items from the questionnaires distributed and analyzed, it is known that 60 respondents or 60% agree that they believe in the information provided by social media, websites, etc. This result is also supported by Ranumenggolo (2010), the quality of information has a positive effect on online purchasing decisions on the Kaskus site. The results showed that the price had a significant effect on the purchasing decisions of PT. Rovca Clothing in Makassar. Based on the description of respondents' answers to the price variable of the first statement of the questionnaire distributed and analyzed, it is known that 56 or 56% of respondents agree that the prices offered by online shops are cheaper than in stores. This is in line with the research conducted by Passawung (2014), that the influence of social media marketing on marketing.

4. CONCLUSION

Berdasarkan the results of the analysis and discussion, the conclusions that can be drawn are Trust, easy to use, information quality and price have a simultaneous effect on consumer purchasing decisions at PT. Rovca Clothing in Makassar. This is evidenced by the Fcount test is greater than Ftable ($10.758 > 2.46$) and the significance level is $0.00 < 0.05$. Thus, the proposed hypothesis is proven. Trust has a greater influence on product

purchasing decisions via online shops. This is evidenced by the regression coefficient Trust (trust) is greater than the other variables.

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