

The Influence Of Digital Marketing On Tokopedia

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Abstract

One of the earliest mobile e-commerce sites in Southeast Asia, including Indonesia, was Tokopedia. Digital marketing on the Tokopedia platform is utilised as a tactic to draw in new customers in the face of E-commerce rivalry. Thus, the purpose of this study was to ascertain how digital marketing via electronic word-of-mouth affected the Tokopedia platform. With a sample of 87 respondents, this study employs quantitative and descriptive research approaches. Non-probability sampling utilising the path analysis method is the sample strategy employed. SPSS version 25 was used for data processing. According to the study's findings, purchasing decisions are significantly influenced by digital marketing.

Keywords: Electronic word-of-mouth, digital marketing, purchasing decisions, and e-commerce.

Introduction

Technological advancements in communication and the internet are speeding up in the contemporary globalisation period. The internet facilitates global contact between individuals via electronic communication networks, which are enabled by the interconnectivity of computer networks (Wulandari, 2015).

Social media, according to (Wulandari, 2022), is a tool for marketing in the shape of an interactive platform where businesses may advertise their goods and customers can engage with or discuss information produced by a business with others in the network. Numerous social media platforms have been developed, and some of the most popular ones in use today are Facebook, Instagram, Telegram, Twitter, Whatsapp, YouTube, and many more. Tokopedia is one of the most widely used social networking platforms right now.

CEO and co-founder Brilio Yusuf (2020) stated that social media marketing is commonly used in Indonesia by technology-based companies, one of which is using digital marketing, specifically e-commerce. Tokopedia is one of the many e-commerce sites that are popular in Indonesia. Tokopedia continues to hold the top spot in the Appstore Ranking for Indonesian E-Commerce map from 2015 to 2020.

According to Wulandari (2022), Indonesians have a tendency to be consumerists and are easily swayed by a variety of factors while making selections about what products to buy. In actuality, Indonesians have a strong affinity for current social media trends and viral content. As a result, it can be concluded that DigitalTokopedia's partnership with Tokopedia for its content is a wise move that will affect consumers' decisions to buy.

The purpose of this study is to determine how Tokopedia's platform handles digital marketing, how electronic word-of-mouth functions there, and how Tokopedia users make purchases. Additionally, to learn that digital marketing influences purchasing decisions significantly, social media marketing influences electronic word of mouth significantly, and electronic word of mouth influences purchasing decisions significantly. Digital marketing also influences purchasing decisions through electronic word of mouth. The findings of this study agree with those of Wulandari et al.'s (2022) investigation.

Online Advertising

Digital marketing, according to Chaffey and Chadwich (2016:33), is a tool for tracking and enabling customers to communicate and take part in having a positive interaction with businesses and their brands. The following are the dimensions of digital marketing, according (Gunelius, 2011:58–62):

1. Creating Content
2. Sharing Content
3. Connecting
4. Community Development

Digital Referrals

Positive or negative messages made by customers who utilise the service or product can be found through an individual's electronic word-of-mouth communication channel (Lerrthaitrakul

& Panjakajornsak, 2014: 143). According to Goyette et al. (2010), the dimensions of electronic word-of-mouth are as follows: Strength, Opinion Value, and Content.

Methods

A quantitative research approach using both causal and descriptive study types is employed. Primary data, in the form of a Google Form questionnaire, and secondary data, which is information or sources of research data acquired, were both employed in this study. The people who have made purchases on Tokopedia are the population criteria used in this study. with an unidentified populace. Purposive sampling, a non-probability sampling approach, was employed in this study. Since a sample of the population was not drawn from the entire population for this study, the author employed non-probability sampling. In this study, the author employed purposive sampling in the hopes of carefully choosing samples that satisfied the goals and requirements. The Bernoulli formula is used in this study because the population size cannot be determined with precision (Kushendar, 2022).

Results and Discussion

Hypothesis testing

Coefficient of Determination

Table 6 Results of Determination Coefficient for Sub-Structure 1

Model	Ajusted R Square
1	0,552

Table 5 Results of Determination Coefficient for Sub-Structure 2

Model	Ajusted R Square
1	0,628

Model Testing:

1. Direct Influence

X to Z = 0.558, residual value of 0.428

X to Y = 0.356 residual value of 0.351

Z to Y = 0.454, residual value of 0.351

2. Indirect Influence

The indirect influence in this research is Digitalmarketing

(X) on purchasing decisions (Y) through electronic word of mouth (Z). Indirect influence of X on Y through Z

$$= (p_{zx}X) \times (p_{yz}Z)$$

$$= 0.558 \times 0.454$$

$$= 0.36 \text{ or } 36\%$$

3. Total Influence

$$= (p_{yx}X) - \{(p_{zx}X) \times (p_{yz}Z)\}$$

$$= 0.356 + (0.558 \times 0.454)$$

$$= 0.54 \text{ or } 54\%$$

So it can be interpreted that given every unit increase in Digitalmarketing on purchasing decisions, it can have a direct or indirect effect, namely 0.54.

Conclusion

With an average percentage of 88.50, digital marketing produced results that fall into the very good category. Therefore, it can be concluded that 87 respondents think highly of digital marketing. This demonstrates how effective digital marketing is at promoting and disseminating information about products on the Tokopedia platform. With an average rate of 81.70%, Electronic Word of Mouth falls into the good category. Thus, it may be concluded that 87 respondents think favourably of electronic word-of-mouth. This demonstrates that Tokopedia's electronic word-of-mouth on the Tokopedia platform is effective. While some unfavourable remarks or reviews from customers still exist, they are outweighed by the numerous favourable remarks or reviews from other users. The average percentage outcome of purchasing decisions is 56.30%, falling into the favourable category. Thus, it can be concluded that 87 respondents thought the purchase decision was good. This establishes the

validity of the claim that smart purchases made on Amazon are the result of effective digital marketing and positive electronic word-of-mouth.

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