

Internet Marketing On Buying Decisions

Gatot Wijayanto¹
Universitas Riau

Jushermi²
Universitas Riau

Arwinence Pramadewi³
Universitas Riau

Arini Novandalina⁴
Sekolah Tinggi Ilmu Ekonomi Semarang

Yutiandry Rivai⁵
Institut Bisnis Dan Teknologi Pelita Indonesia

Correspondence : Gatot Wijayanto (gatot.wijayanto@lecturer.unri.ac.id)

Abstract

The purpose of this research was to ascertain the ways in which customer choices to purchase a range of items from Anna Collection on Anna Collection were impacted by online marketing and product quality. The population of this study, which included 138 participants using purposive and non-probability selection, consists of Anna Collection consumers who are residents of the collection. The partial least square is a technique for data analysis in this research, while the survey method is utilized to gather data. The results of research show that internet marketing has a major beneficial influence on purchase choices in addition to the quality of items having a big and positive effect. The study's conclusion is that although purchase choices are more worthwhile, internet marketing is getting more beneficial. Additionally, the quality of the Anna Collection objects improves with the choice to buy them.

Keywords: Internet Marketing, Product Quality, Purchase Decisions

Introduction

Marketing media is utilized and produced to make marketers' jobs easier. Internet marketing may help businesses improve sales since its existence decreases Anna Collectionsan distance from marketing material (Wijayanto et al., 2022).

Anna Collection sales have been declining since 2017. This is related to the already mentioned growth in fashion product purchases as well as the online market development of fashion items. One element that may have an impact on this is the high degree of competitiveness in the fashion business, which has numerous rivals. So, in order to catch the consumer's attention and make the market want to purchase the goods, you need the correct marketing plan. However, according to several product evaluations, Sandal Anna Collection has received many complaints regarding the reduction in the quality of its products.

Products, distribution, and digital marketing are some of the elements that might impact the purchasing choice of Kadin West Java building UMKM prdouk (Wijayanto et al., 2022).

In this sophisticated technological era, Anna Collection items are marketed via social media platforms such as Instagram, stickers, and marketplaces such as Tokopedia, Shopee, and others. With the goal of promoting items by posting videos including products offered, as well as enlisting the help of certain social media superstars to reach new markets at no expense. However, Anna Collection

received critiques concerning the product's quality, where the material of the sandals does not last as long as the inner sole versus the items sold.

Internet marketing, also known as digital marketing platforms, is the most successful kind of marketing today since, as technology advances, its reach expands (Wijayanto et al., 2021).

Literature Review

The Influence of Internet Marketing on Purchasing Decisions

Internet marketing or digital marketing impacts purchase choices since today's customers depend largely on Internet sources throughout the decision-making process, particularly when seeking for information and alternatives. (Wijayanto et al., 2022).

H1: Internet marketing has a big and beneficial impact on the presence of an Anna Collection purchasing choice.

Influence of Product Quality on Purchase Decisions

Product Quality's Influence on Purchase Decisions The search for information is one of the phases of decision making. At this point, buyers will typically seek information on the benefits and drawbacks of each choice, with product quality being one of the aspects evaluated. (Wijayanto et al., 2021).

H2: The product's quality will have a real and favorable effect on the choice to acquire an Anna Collection product.

Methods

The research approach employed for this study is quantitative methodology. The population in this research comprises of Anna Collection customers, with a sample size of 138. The data was gathered via the use of a Google Form questionnaire, which was disseminated online and contained numerous assertions pertaining to this study. The PLS (Partial Least Squares) and SmartPLS techniques were used to analyze the study data..

Results and Discussion

The questionnaire's distribution revealed that the majority of participants were aged 18-30, with a total of 77 responses or 33.8%, and that as many as 83 respondents, or nearly 55.2%, of female respondents in this questionnaire were more dominating.

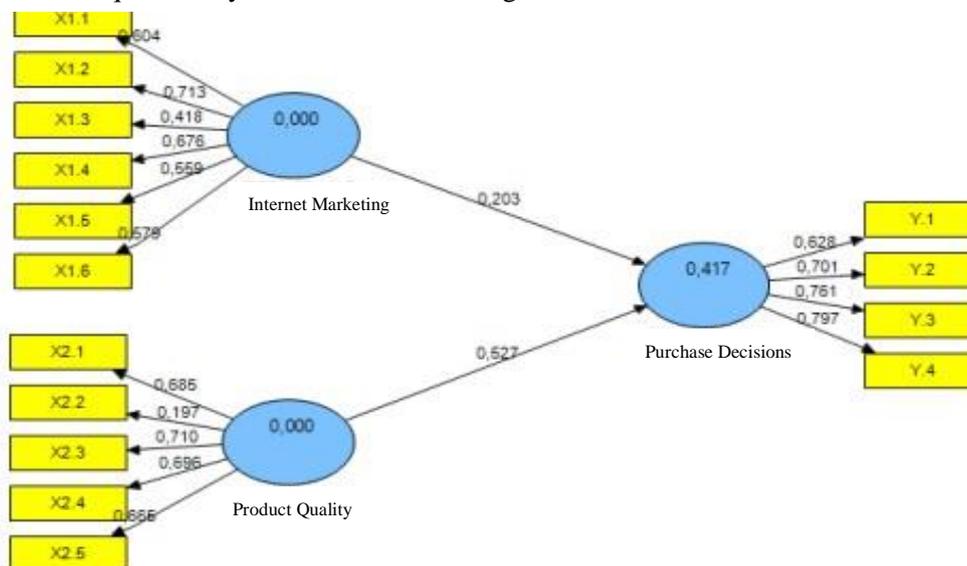


Figure 1. Outer Model

Source: Researcher data processing

Figure 1 depicts an outer loading with a loading factor or original sample in all variables, namely internet marketing (X1), product quality (X2), resulting in a purchase (Y) response more than 0.50 and or considerably impacted. This signifies that all of the indicators created in this research have previously passed convergence validation, indicating that the validity qualities are satisfactory.

Data Analysis

Table 1. Path Coefficients

	Path Coefficients	Sample Mean	Default Standards	T Statistics	P Values
X1 -> Y	0,202550	0,232302	0,080128	2,238350	0,025
X2 -> Y	0,525880	0,383802	0,115328	3,525358	0,000

Source: Data Processing Results

The findings of the Path coefficient test in the table above indicate that the Internet marketing variable has a genuine or positive impact on the reaction to Anna's product purchase choice. The test findings produced a P-value larger than 0.05.

It is explained by the ease with which customers may get information via digital search engines. According to research, positive determination findings indicate that the bigger the value of online marketing, the greater the effect on the reaction value of purchase choices.

The intended study yields findings that are consistent with the interpretation of Yusuf's (2020) research, which discovered that internet marketing or digital marketing has a meaningful impact on a product purchase decision.

Conclusion

That the more the value of online marketing, the greater the value of the purchase decision reaction. While the variable quality of the goods is higher, the buy outcome will be as good as the purchase on Anna Collection. Based on the findings, some recommendations for Anna Collection include increasing the activity and effectiveness of Internet marketing activities, particularly in the field of search engine presentation, as well as improving the quality of its products by offering a variety of unique features not owned by competitors.

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