

The Influence of Internet Marketing on Purchase Intention in E-Commerce Blibli

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Abstract

This research is a quantitative study that examines social phenomena with the aim of knowing the effects of internet marketing on purchasing intentions. The population of this study is Blibli consumers. This study took a sample of 100 respondents through non -probability sampling techniques for purposive sampling methods. Data collection in this study in the form of distributing questionnaires to users and those who have shopped using the Blibli site. The data analysis technique used is descriptive analysis and inferential analysis with data processing calculation analysis tools using partial least square (PLS) applications. After analyzing the data, the results show that there is a positive and significant influence on the internet marketing variable on the intention of purchasing.

Keyword: Internet Marketing, Purchase Intention, E-Commerce

Abstrak

Penelitian ini merupakan penelitian kuantitatif yang mengkaji fenomena sosial dengan tujuan untuk mengetahui pengaruh Internet Marketing terhadap Purchase Intention. Populasi penelitian ini adalah konsumen Blibli. Penelitian ini mengambil sampel sebanyak 100 responden melalui teknik pengambilan sampel *non probability sampling* metode *purposive sampling*. Pengumpulan data dalam penelitian ini berupa menyebarkan kuesioner kepada pengguna dan yang pernah berbelanja menggunakan situs Blibli. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis inferensial dengan alat analisis perhitungan pengolahan data menggunakan aplikasi *Partial Least Square* (PLS). Setelah menganalisis data hasilnya menunjukkan bahwa ada pengaruh positif dan signifikan pada variabel Internet Marketing terhadap Purchase Intention.

Kata kunci : Internet Marketing, Purchase Intention, E-Commerce

INTRODUCTION

The rapid development of technology in the current era of globalization provides various benefits for large and foreign companies. Progress in information and communication technology eliminates the boundaries, distance, space and time (Margaretha, 2017). The internet has played a central role in this transformation, allowing business people to easily access and share information that supports their business activities (Dewi et al., 2011). The era of globalization and the popularity of the internet has led to a new era of marketing, which is often called the "New Wave of Marketing" (Aldaning, 2014). Increasingly mature technological advances have also brought changes in the lifestyle of the people, including in terms of shopping, product marketing and payment transactions. Web - based technology is used by many companies as a company's strategy in marketing its products without being limited by space and time (Dewi et al., 2023).

Online shopping through the internet has become commonplace, allowing consumers to find information about products or services and make purchases through direct interaction with online retailers (Setiawan, 2020). Time and cost efficiency is one of the main reasons why people around the world tend to turn to online shopping. The use of the

internet to meet daily needs has become commonplace throughout the world.

The importance of the role of the internet in daily life has created enormous opportunities for the business world, especially in the field of e-commerce. One of the fields that really uses the internet is the world of business, where e-commerce and online shopping are increasingly dominant, internet marketing uses computers as the main media to identify, produce and store product information, allowing businesses to operate 24 hours a day, 7 days a week and 365 days a year (Dwivedi et al., 2021).

Blibli is one of the famous e-commerce platforms in Indonesia. Blibli is an online store that exhibits various products from partners such as Bliblimart and the products they sell themselves (Aisah et al., 2023). Among the e-commerce site visits in the second quarter of 2023, it was seen that Blibli grew by 6.6%. Although Blibli's website traffic grows, the Blibli market share is still much smaller than other competitors. However, there are some complaints that make consumers reluctant to buy at Blibli. Some consumers complain about unsatisfactory services, including the obstacle to updating information on order and inadequate responses to goods that are not appropriate (Blibli, 2023) and consumer complaints are not responded properly (Media Konsumen, 2021) Although

Blibli has implemented an internet marketing strategy that theoretically should affect purchasing interest, in practice the application of internet marketing does not seem to fully meet consumer expectations.

According to previous research, buying interest has a strong correlation with internet marketing. This is in line with research from (Masyithoh, 2021). Where the four dimensions of internet marketing one of which is that the website has a significant relationship with buying interest. Internet marketing can also affect the interest of purchasing, this is evidenced by the research conducted Pambudiantono & Fitriyah (2023) that internet marketing has a positive influence on buying interest.

Thus, from the phenomenon described above, the purpose of this study is to test and analyze internet marketing affecting purchase intention in e-commerce Blibli.

Beridze (2016) said that internet marketing is a means to market products or services through the internet. Internet Marketing is also an application from the internet and related digital technologies to achieve marketing goals, technologies such as internet media, cables, satellites, hardware, software needed for internet marketing purposes (Chaffey, 2000).

Internet Marketing has indicators of the following components (Wolfenbarger & Gilly, 2003):

1. *Website Design*, includes all elements of customer experience on the web, including navigation, information search, order processing, appropriate personalization, and product selection. Blibli has promising product quality and service.
2. *Fulfillment/reliability*, is the accuracy of the display and product description that the customer receives according to what he ordered.
3. *Privacy/Security*, is the security of the payment system with credit and privacy on personal information.
4. *Customer Service*, namely responsive services, have benefits, intelligent in responding to fast customer questions.

Badar (2021) Purchase intention is a willingness to buy related to consumer plans to buy certain products and the number of product units needed for a certain period of time. Needs can be in the form of daily needs (family), research needs, work, finance, social status and other needs. In addition, buying interest is used as a benchmark in assessing consumer interest in buying a product (Hendradewi et al., 2021).

The nature of consumers becomes a reference used to process a very complex encouragement, including the motives or motivation of consumer purchasing. In your own buying interest there are several components such as:

1. Interested in finding information from a product
2. Purchase of products through the consideration stage
3. Interest to try the product
4. Curiosity about a product
5. The desire to have a product

Buying interest is to make a thing that can be recorded in the minds of consumers, then motivate it to become a strong desire

in consuming and using products. Buying interest has several indicators based (Ferdinand, 2014):

1. Transactional interest, a desire to buy a product or service.
2. Preference interest, interest that describes a person's behavior has the main preference or taste in a product or service.
3. Explorative interest, someone's interest who is always looking for information about the products or services he likes and other supporting information.

RESEARCH METHODOLOGY

This study uses quantitative data because this research was conducted through data. This study was conducted in September to December 2023. The population in this study was consumers who had bought products in Blibli. Sampling techniques using non-probability sampling techniques with purposive sampling, where the sampling method is based on several criteria or reviews of the population. The power collection process in this study is a primary data source, namely through the distribution of questionnaires to 100 respondents in the form of Google Form using the Likert scale of choice from 1 - strongly disagree, 2 - disagree, 3 - neutral, 4 - agree, and 5 - Very agree. The tools used to analyze data are Partial Least Square (PLS) 4.0 with the stages of inferential analysis method through the Average Variance Extracted (AVE) test, reliability, R-Square and hypothesis test values.

RESULTS AND DISCUSSION

A. Characteristics of Respondents

Based on the results of data collection, 86% of total respondents are women, and the remaining 14% are male. The age range of respondents is between 17 to 45 years, a consumer who has bought a product at Blibli e-commerce.

B. Descriptive Analysis

The results of the processing of the SmartPLS 4.0 in the form of coefficient value data loaded. If the loading factor value is in the range of 0.7, the value is declared good when building a variable. In Figure 1 is the result of the loading value factor.

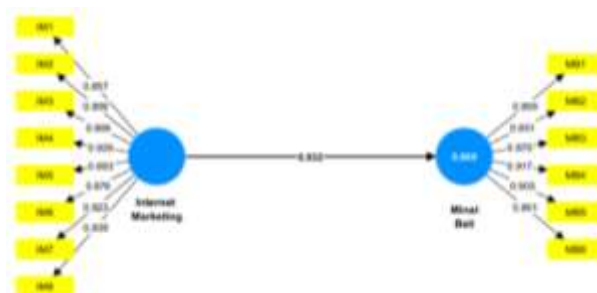


Figure 1.
Outer Model

Based on the results of the external model, it can be seen the loading factor value of the internet marketing and purchase intention variables above 0.7. This means that the indicators used on each variable have a strong influence in building these variable.

The minimum value built by the internet marketing variable is IM8 of 0.838 and the highest construct value is found in IM4 of 0.926 which means that this research Blibli can meet customer expectations in terms of quality and product rights to serve.

The minimum value built variables of buying interest in MB2 of 0.851 the highest construction value of 0.917 which means consumers or customers will buy products at e-commerce Blibli, not on other e-commerce platforms.

B. Inferential Analysis

The following is an inferential analysis of the results of data processing using SmartPLS 4.0:

1) Average Variance Extracted (AVE)

Cross loading values can be seen from the Average Variance Extracted value has the requirement that the variable used must be above 0.5. The following is the Ave Variable Value in this study from the results of data processing using Smartpls 4.0:

Table 1.
Average Variance Extracted

Variable	Average Variance Extracted (AVE)
IM (X)	0.795
PI (Y)	0.774

For variables that have the lowest average variance value of extracted (AVE), namely the purchase intention and variables that have high value, namely the internet marketing. Overall value above 0,5. It can be concluded that each variable is said to be valid.

2) Reliability Test

The reliability test in this study used the value of Composite and Cronbach's Alpha reliability. If the value of each variable is greater than 0.70, it can be said that the terms and conditions are reliable.

Table 2.
Reliability test

Variable	Composite Reliability	Cronbach's Alpha
IM (X)	0.964	0.963
PI (Y)	0.943	0.941

The value of *Composite Reliability* and *Cronbach's Alpha* shows a very high value. Overall the variables used have a value above 0.70 which means significantly the variables used in this study are very reliable.

3) Coefficient Determinant Test (R-Square)

R-Square is a test conducted to see how high the independent variable has the ability to explain the dependent variable in a study. The following is the result of processing SmartPLS 4.0 data:

Table 3.
R-Square Test

	R Square	Adj R Square
Purchase Intention	0.869	0.867

From the output results above for R2 values of 0.869 and 0.867, which means that the variable of buying interest can be explained by the internet marketing variable by 86.9% and the rest can be explained by other variables that are not included in this study.

4) Hypothesis Test

By conducting the t-test hypothesis test, researchers can find out whether positive and whether each variable is significant about the dependent variable. Following are the results of processing SmartPLS 4.0 data:

Table 4.
T-Statistic Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Internet Marketing (X) → Purchase Intention (Y)	0.932	29.714	0.000

In the original sample, the value can be seen internet marketing to buying interest is positive, which is 0.932 which means that the product buying interest in Blibli e-commerce will increase if internet marketing is increasing as well.

C. Discussion

Based on the results of the analysis and also data processing using the Smartpls 4.0 that has been done, it can be obtained results that indicate that the internet marketing pathway coefficient value of purchasing interest is 0.869 and for the T-Statistic test value is the T-count value 29,714 > T-T-table 1,985251 and has a significance value of 0,000 < 0.05 because in this study for an error rate of 5%. So it means that the higher internet marketing eating will also increase the level of interest in buying products in Blibli e-commerce.

Judging from the respondents' answers, for the highest value found in the question item the internet marketing variable, IM4 with the same result of 0.926. So it means that Blibli can meet customer expectations in product quality and service rights.

The results in this study are Blibli's internet marketing can be influenced by buying interest. This is in accordance with the hypothesis that was previously built. The results of the study are in line with the results of previous studies conducted by (Oktaviawan., 2014) shows that "Internet Marketing has an influence on buying interest".

CONCLUSIONS

Based on the results showing that internet marketing has a positive and significant effect on purchasing interest. This

means that Blibli's internet marketing can increase buying interest, so Blibli needs to always increase and maintain services, especially in handling complaints of ordering problems on the Blibli site that has not been updated. This will have an impact on buying interest. Therefore, companies must pay attention and increase good internet marketing, so that consumer expectations can be fulfilled better.

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