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The Impact of Online Marketing on Purchasing Decisions Which Contributes to Increasing Sales of Otobot Permata Tangerang Electric Bicycles

Sugandha[1)]
suganda.suganda@ubd.ac.id

Suhendar Janamarta[2)]
suhendar.janamarta@ubd.ac.id

Fidelis Wato Tholok[3)]
fidellis.wato@ubd.ac.id

[1)2)3)]Universitas Buddhi Dharma

ABSTRACT

In today's digital era, online media has become an effective marketing tool and has an important role in influencing consumer behavior. The purpose of this study is to explore the influence of online media marketing on purchasing decisions for electric bicycle products among the Permata Tamgerang community. This type of research is a quantitative descriptive survey with hypothesis testing. Data were collected through a survey using a questionnaire to analyze how online media marketing strategies from electric motorcycle manufacturers influence purchasing decisions. This study highlights the importance of online media as an effective marketing platform for electric motorcycle manufacturers, and suggests more innovative and interactive marketing strategies to increase sales. This study involved 100 respondents selected using a questionnaire distribution method, and data analysis was carried out using a quantitative approach. The data source comes from primary data obtained through questionnaires distributed to online electric motorcycle buyers. The results of the study show that online marketing is assessed from convenience, information, minimal appeal, recognition problems, information searches, alternative evaluations, and purchasing decisions. This shows that online marketing has a significant influence on purchasing decisions. Data analysis methods include classical assumption tests, hypothesis tests, multiple regression tests, and determination coefficient tests. The results of the study indicate that online marketing, which includes the variables Personal Relevance, Interactivity, Message, and Brand Familiarity, simultaneously has a significant influence on purchasing decisions. Partially, all variables show a positive influence on purchasing decisions. The independent variables in this study contributed 83.7% to purchasing decisions, while the remaining 16.3% was influenced by other variables not included in this model.

Keywords: Personal Relevance, Interactivity, Message, Brand Familiarity, Purchasing Decisions

Introduction

The advancement of information and communication technology is one of the important factors today that can cause changes in social, economic, political and cultural that occur so quickly and dynamically. Information technology is now the main basis for obtaining information quickly and easily through a media called the internet. Social networking is growing rapidly with the currently famous platforms being Twitter, Instagram and Facebook, through this media everyone can access and distribute various information needed anytime and anywhere(Pradiani, 2017)

According to Kotler in(Nathan, 2021)online marketing is described as a social and managerial process in which individuals and groups satisfy their needs and wants by creating, offering and transacting online. Basically online marketing is almost the same as traditional marketing, only different in the media used to market it. online marketing is the activity of marketing products or services by utilizing new digital technology. This can be done via the internet, social media, mobile phones or other digital media. The term online marketing usually includes various marketing strategies that are carried out online(P. dan A. Kotler, 2018)whereas according to(Saputra, G.W., & Ardani, 2020)Digital marketing is defined as a marketing activity that utilizes various internet-based media.

The development of the internet has changed markets and businesses profoundly, and influenced the way potential consumers around the world imitate lifestyles. This change has led to increased competition in the business and business world. Therefore, entrepreneurs need to be able to compete so that their companies can survive and grow. The success of a company is highly dependent on the effectiveness of marketing, because marketing plays an important role in achieving business success. Thus, the marketing sector has a significant role in realizing business plans.

MomentThis internet can be a very effective marketing solution because it can be accessed by people anytime and from anywhere. The use of the internet can make the Company's performance more effective and efficient, so it is expected to improve the Company's performance and reduce errors that may arise due to human factors in the sales process.

Information technology is developing rapidly, various businesses both small and large take advantage of this progress to run their operations. The number of competitors makes entrepreneurs consider carefully before entering into tight competition. to reach the target market can use the right marketing and media strategies, so that sales can continue to increase and profits can continue to be achieved(Pradiani, 2017)

TrendsGlobal marketing has shifted from conventional methods to digital methods. This digital marketing strategy is more promising because it allows potential customers to get complete information about products and make transactions via the internet. Digital marketing is an activity of promoting and searching for markets through digital media online by utilizing various platforms such as social networks. Now in cyberspace, it not only connects individuals with devices but also connects people with other people around the world(Sulaksono, 2020)

The advantage of digital marketing is its ability to reduce promotional costs. Promotional strategies that utilize internet media are indeed much more economical compared to conventional methods such as brochures, billboards or radio and television advertisements, therefore for those who are just starting a business and want their business to be known to many people quickly, they should choose a digital marketing strategy to carry out promotions.(Pranoto.P., Jasmani, 2019). Digital marketing according to(Hendriadi, A.A., Sari, B.Nuring & Adadilah, 2019)Digital marketing is an effort to promote a product through internet media so that it can reach consumers

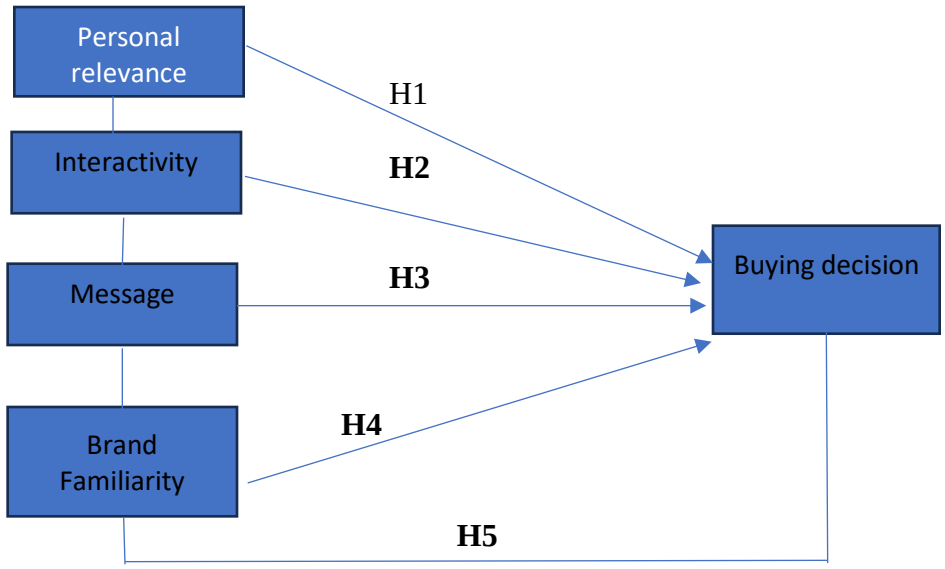
and potential consumers quickly. Currently, popular internet media used for product marketing include Facebook, YouTube, Instagram and various other social media.

Socialization of digital marketing strategies through social media is very important because it provides valuable insights for business actors on how and steps to expand consumer networks and maintain their existence. Utilization of social media for marketing can increase business competitiveness. However, digital marketing also has disadvantages such as being easily imitated by competitors, the possibility of misuse by irresponsible parties which can damage reputation and not everyone uses internet technology or the digital world(Rengganawati, H., A & Taufik, 2020)

The importance of socializing digital marketing strategies through social media is important because it can provide valuable insights to business actors regarding the methods and stages in expanding consumer networks and maintaining their existence through social media. Thus they can increase the competitive advantage of their business, but digital marketing also has weaknesses such as being easily imitated by competitors, the potential for misuse by irresponsible parties that can damage reputation through negative responses and not everyone uses internet technology.

Framework of Thought

Picture 1
Framework



Hypothesis

Hypothesis is a temporary answer and needs to be proven by using data or facts that exist and occur in the field. Based on the framework above, the hypothesis in this study is that online marketing is suspected to have a positive and significant effect on the decision to purchase Otobot Permata Tangerang electric bicycles

H1. It is suspected that there is an influence of personal relevance on the decision to purchase the Otobot Permata Tangerang electric bicycle
H2. It is suspected that there is an influence of interactive relevance on the decision to purchase the Otobot Permata Tangerang electric bicycle
H3. It is suspected that there is an influence of message relevance on the decision to purchase the Otobot Permata Tangerang electric bicycle
H4. It is suspected that there is an influence of brand familiarity on the decision to purchase the Otobot Permata Tangerang electric bicycle
H5. It is suspected that there is an influence of personal relevance, interactivity, message and brand familiarity on the decision to purchase an Otobot Permata Tangerang electric bicycle

Method

Data analysis in this study is a quantitative method that is used to analyze the influence of online marketing on consumer purchasing decisions, then compared with existing theories and generally applicable conclusions are drawn. Before starting the hypothesis, it is important to assess the quality of each item in the research report. This step is taken to ensure that the quality of each data item used in this study is valid and reliable. Validity testing is carried out to measure whether a survey is valid or not. The validity test used is Confirmatory Factors Analysis (CFA). CFA can be used to confirm the most dominant indicators in a construct. The sample measurement technique used in this study is by distributing questionnaires. Furthermore, to test the reliability of the measurement instrument, the sCronbachs Alpha procedure is used with reference to the rule of thumb (α 0.50). The hypothesis testing process, in this study using a linear regression analysis approach

Population and Sample

According to(Sugiyono, 2019)Population is a general area that has characteristics that include objects or subjects and certain attributes that are selected and studied to draw conclusions.
According to(Sugiyono, 2020)A sample is a representation of the number and characteristics of a population, so the sample must represent the population in its research. Here is the formula that will be used to determine the sample size when the population is unknown.

$$n = \frac{(\text{za}-\alpha)2}{e}$$

N = Number of Samples
Za = Degree Coefficient
α = Standard Deviation
e = Standard Error

$$n = \frac{(za-\alpha)2}{1+0{,}325}$$

$$n = \frac{(1{,}97).(0.25)2}{0.05}$$

rounded up to $100 n = 96.041$

The number of samples calculated for the study was 96.04 respondents. To obtain more optimal results, the sample taken was increased to 100 respondents.

Data collection

Data collection in the study was by using an online questionnaire distributed to respondents with this technique, so that individuals were selected as sample members who had actually purchased electric bicycles online and the selected sample was a sample that had purchased electric bicycle products online at least once. The questionnaire includes 10 question items related to the influence of online marketing on purchasing decisions, using a linear scale ranging from 1 [Strongly Agree] to 5 [Strongly Disagree]

Data Analysis Techniques

This study uses Spss software version 25. The analysis methods used are descriptive statistics, hypothesis testing and regression. Measurement model testing is used to test the validity and reliability of the data.

Table 1
Likert scale

Scales	Alternative Answers	score
5	Strongly agree	5
4	Agree	4
3	Neutral	3
2	Don't agree	2
1	Strongly disagree	1

Table 2
Operational Variables

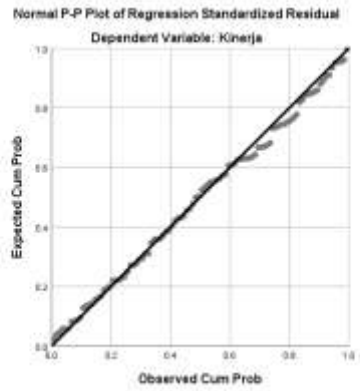
No	Variable	Indicator
1	Personal Relevance (X1)	1. Initial step 2. Belief 3. Connection 4. Content suitability 5. Emotional Engagement 6. Contact Frequency 7. Personal experience 8. Contextual relevance 9. Benefits 10. Social conformity Source (Campbell, M.C.,&Kirmani, 2015)
2	Interactivity (X2)	1. Frequency of Interaction 2. Post-purchase activity level 3. Exchange of information 4. Duration of Interaction 5. Response Quality 6. Action Variations 7. User Satisfaction 8. User Engagement Level 9. Frequency of Interaction 10. System Responsiveness Source (Tjiptono, 2021)
3	Message (X3)	1. Convenience in obtaining information 2. Comprehensive information

		3. Interesting presentation of information 4. Clarity of Message 5. The Power of Message 6. Message Relevance 7. Simplicity of Message 8. The Attraction of Messages 9. Diversity of messages 10. Message Innovation Source (Nurgayatri, 2016)
4	Brand Familiarity (X4)	1. Understanding knowledge about the product 2. Understanding product types 3. Distinctive features 4. Brand Recognition 5. Exposure Frequency 6. Brand Attraction 7. Emotional Relationship 8. Brand Ownership 9. Brand Trust 10. Brand Satisfaction Source (Campbell, M.C.,&Kirmani, 2000)
5	Purchase decision (Y)	1. Understanding the needs 2. Searching for information 3. Actions after purchase 4. Purchase Value 5. Type of Product purchased 6. Purchase Motivation 7. Decision Making Time 8. Satisfaction level 9. Price Influence 10. Social Influence Source (P. and G. A. Kotler, 2016)

RESULTS AND DISCUSSION

Normality test

Figure 2
Normality Test Results



Source: SPSS 25

The figure shows that the data follows a diagonal pattern and is spread around the line, which indicates that the data meets the requirements for normality and can be used to describe a normal distribution pattern.

Multicollinearity Test

Tabel 3
Multicollinearity

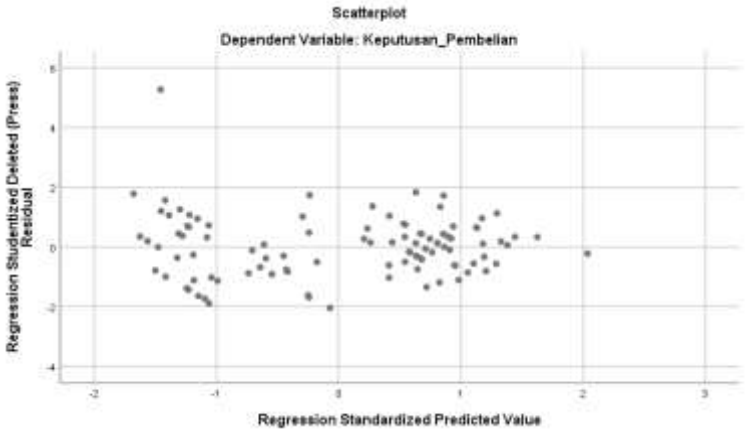
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Personal_Relevance	.749	1,335
	Interactivity	.216	4.623
	Message	.182	5,499
	Brand_Familiarity	.208	4.808

Source: SPSS 25

The table above shows that the variables Personal Relevance, Interactivity, Message and Brand Familiarity have a tolerance of more than 0.1.

Heteroscedasticity Test

Figure 3
Scatterplot Graph



Source: SPSS 25

This image shows the distribution of points with a certain pattern resulting from data processing, without any distribution of points forming a certain pattern, so that the regression model avoids heteroscedasticity.

Reliability Testy and Validity Test
Reliability Test

Tabel 4
Reliability Test

Variabel	Alfa Cronbach	Keterangan
X1	0,928	Reliable
X2	.0.819	Reliable
X3	0,849	Reliable
X4	0,883	Reliable
Y	0,917	Reliable

Source: SPSS 25

Variables that have a rhythm value greater tah rtable is a valid question item in explaining that variable. The table above shows that of the 5 items question are all valid

Validity Test

Tabel 5
Personal Relevance

Butir Pertanyaan	r_{Tabel}	$r_{hitungan}$	Keterangan $r_{hitungan} > r_{Tabel}$
X_1.1	0,1966	0.661	Valid
X_1.2	0,1966	0.776	Valid
X_1.3	0,1966	0.735	Valid
X_1.4	0,1966	0.735	Valid
X_1.5	0,1966	0.702	Valid
X_1.6	0,1966	0.785	Valid
X_1.7	0,1966	0.770	Valid
X_1,8	0,1966	0.700	Valid
X_1.9	0,1966	0.809	Valid
X_1.10	0,1966	0.601	Valid
X_2.1	0,1966	0.492	Valid
X_2.2	0,1966	0.551	Valid
X_2.3	0,1966	0.631	Valid
X_2.4	0,1966	0.564	Valid
X_2.5	0,1966	0.569	Valid
X_2.6	0,1966	0.428	Valid
X_2.7	0,1966	0.457	Valid
X_2,8	0,1966	0.352	Valid
X_2.9	0,1966	0.323	Valid
X_2.10	0,1966	0.630	Valid
X_3.1	0,1966	0.450	Valid
X_3.2	0,1966	0.322	Valid
X_3.3	0,1966	0.341	Valid
X_3.4	0,1966	0.545	Valid
X_3.5	0,1966	0.666	Valid
X_3.6	0,1966	0.406	Valid
X_3.7	0,1966	0.648	Valid
X_3,8	0,1966	0.691	Valid
X_3.9	0,1966	0.755	Valid
X_3.10	0,1966	0.638	Valid
X_4.1	0,1966	0.784	Valid
X_4.2	0,1966	0.854	Valid
X_4.3	0,1966	0.744	Valid

X_4.4	0,1966	0.708	Valid
X_4.5	0,1966	0.763	Valid
X_4.6	0,1966	0.577	Valid
X_4.7	0,1966	0.628	Valid
X_4,8	0,1966	0.447	Valid
X_4.9	0,1966	0.385	Valid
X_4.10	0,1966	0.242	Valid
Y1	0,1966	0.759	Valid
Y2	0,1966	0.775	Valid
Y3	0,1966	0.737	Valid
Y4	0,1966	0.636	Valid
Y5	0,1966	0.733	Valid
Y6	0,1966	0.515	Valid
Y7	0,1966	0.751	Valid
Y8	0,1966	0.573	Valid
Y9	0,1966	0.781	Valid
Y10	0,1966	0.682	Valid

Source: SPSS 25

Multiple Linear Regression

Table 6
Multiple Linear Regression Calculation Results

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	.755	1,690			
	Personal_Relevance	.099	.038	.122	.749	1,335
	Interactivity	.217	.103	.184	.216	4.623
	Message	.580	.095	.580	.182	5,499
	Brand_Familiarity	.629	.095	.591	.208	4.808

Source: SPSS 25

1. The dependent regression coefficient is 0.755. It states that personal relevance (X1), interactivity (X2), message (X3), brand familiarity (X4) and purchasing decision (Y) are constant/fixed, so the purchasing decision of the Permata Otobot electric bicycle is 0..755
2. Every one unit change in the personal relevance variable (X1) will result in a change of 0.099 in the dependent variable (purchase decision of Otobot Permata electric bicycle). This means that a positive b1 value indicates that an increase in personal relevance is expected to increase the purchase decision of Otobot Permata electric bicycle. Conversely, if personal relevance decreases, the purchase decision is also expected to decrease.
3. Each one unit change in the interactivity variable (X2) will cause a change of 0.217 in the dependent variable (purchase decision of Otobot Permata electric bicycle). This means that a positive b2 value indicates that an increase in interactivity will result in an increase in the purchase decision of Otobot Permata electric bicycle. Conversely, a decrease in interactivity is predicted to cause a decrease in the purchase decision of Otobot Permata electric bicycle.
4. Each one unit change in the message variable (X3) will cause a change of 0.580 in the dependent variable (purchase decision of Otobot Permata electric bicycle). This means that a positive b3 value indicates that an increase in interactivity will result in an increase in the

purchase decision of Otobot Permata electric bicycle. Conversely, a decrease in interactivity is predicted to cause a decrease in the purchase decision of Otobot Permata electric bicycle.

5. Each one unit change in the message variable (X4) will cause a change of 0.629 in the dependent variable (purchase decision of Otobot Permata electric bicycle). This means that a positive b4 value indicates that an increase in interactivity will result in an increase in the purchase decision of Otobot Permata electric bicycle. Conversely, a decrease in interactivity is predicted to cause a decrease in the purchase decision of Otobot Permata electric bicycle.

T test

Tabel 7
T Test

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.755	1,690		.446	.656
	Personal_Relevance	.099	.038	.122	2.602	.011
	Interactivity	.217	.103	.184	2.111	.037
	Message	.580	.095	.580	6.101	.000
	Brand_Familiarity	.629	.095	.591	6,648	.000

Source: SPSS 25

Dependent variable: Purchase decision

1. The Item-Total Statistics table shows the results of the validity calculation for 10 statements.
2. Significance testing is conducted by comparing the calculated r value with the table r value for the degrees of freedom (df) = n - k, where n is the sample size and k is the number of independent variables. In this case, the df used is 100 - 2 = 98, with an alpha (α) level of 5%, which results in a table value of 0.1966
3. To test whether each indicator is valid or not, it can be seen by comparing the output of the total correlation of items that are correlated with the results of the r table calculation. Because r calculated > r table and has a positive value, the indicator is declared valid.

F test

Tabel 8
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3046.564	4	761,641	128,419	.000b
	Residual	563,436	95	5,931		
	Total	3610.000	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand_Familiarity, Personal_Relevance, Interactivity, Message

Source: SPSS 25

With a calculated F of 128.419 and a probability value of 0.000, which indicates that the calculated F is greater than the F table (128.419 > 3.87) and the probability value is less than 0.05 (0.000 < 0.05), it can be concluded that the independent variables simultaneously have a positive relationship and influence the dependent variable in the decision to purchase the Otobot Permata Tangerang electric bicycle.

Coefficient of Determination Test (R2)

Tabel 9
Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919a	.844	.837	2.435

Source: SPSS 25

Based on the table above, the multiple determination value R^2 is 83.7%, which means that 83.7% of the Otobot Permata Tangerang electric bicycle purchasing decision can be explained by independent variable factors. The remaining 16.3% (i.e. 100% - 83.7%) is not explained by these independent factors.

Conclusion

Online marketing, which includes the variables of personal relevance, interactivity, message, and brand familiarity, has a significant influence simultaneously on purchasing decisions to increase sales of Otobot Permata Tangerang electric bicycles. In addition, partially all of these variables also show a positive influence on purchasing decisions.

Online marketing, which includes the variables of personal relevance, interactivity, message, and brand familiarity, contributes 83.7% to purchasing decisions. Meanwhile, the remaining 16.3% is influenced by other variables not included in this model.

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