



UDC 332

ANALYSIS OF E-MARKETING PROMOTIONS' INFLUENCE PURCHASING INTEREST ON PURCHASE DECISIONS AND CONSUMER LOYALTY

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ABSTRACT

In the current era, the development process of a country is increasing very rapidly. We can see this from an increase in a country's per capita income which will increase the level of social welfare. With this, society has diverse needs which will open up business opportunities for producers. One of the busiest and most competitive businesses in MSMEs is processed food products, drinks and regional souvenirs that attract consumers' purchasing power. Tight competition will impact people's buying interest. Therefore, each MSME player will consider the right strategy, such as paying attention to the type of marketing used to attract consumer buying interest, such as carrying out promotions and sales using electronic media. This research aims to analyze the influence of e-marketing through online media which includes factors of trust, convenience and quality of information in influencing consumer buying interest which will have an impact on consumer purchasing decisions and consumer loyalty. The data in this research was collected using a questionnaire from as many as 100 people who were met at Falala Chocolate Bali with the criteria of having made online purchases. The analytical method used in this research consists of two analyses, namely descriptive analysis and structural analysis Equation Modeling-Partial Least Square (SEM-PLS). The results of this research show that the trust factor has a significant positive effect on consumer purchase intention, decisions and loyalty, convenience has a positive effect on purchase intention and loyalty, but does not have a significant effect on consumer decisions and information quality has a significant positive effect on consumer purchase interest.

KEY WORDS

Electronic marketing, trust, convenience, information quality, purchase interest, consumer purchasing decisions, consumer loyalty.

In the current era, the development process of a country is increasing very rapidly. With this, society has diverse needs which will open up business opportunities for producers. With so many business actors, business competition will become increasingly fierce. This business competition will require each business actor to be quick and precise in responding to this competition. Therefore, each business actor is also required to compete competitively in terms of creating and retaining consumers. One of the busiest and most competitive businesses in MSMEs is processed food products, drinks and regional souvenirs that attract consumers' purchasing power. The sector that is busy and widely traded in MSMEs is the agricultural and fisheries sector, which will later be processed into a product that is of interest to consumers' purchasing power in the form of food and drinks as well as processed food products that can be used as souvenirs which have an advantage over each area. Tight competition will impact people's buying interest. Therefore, each MSME player will consider the right strategy, such as paying attention to the type of marketing used to attract consumer buying interest, such as carrying out promotions and sales using electronic media. With the development of information technology, it will also have an influence in the business world. According to Kotler (2016) e-marketing describes a company's efforts to inform, communicate, promote and market its products and services via the internet. The existence of e-marketing is a promotional alternative that is quite promising to be implemented at this time, because e-marketing provides various conveniences for both parties, both from the company and from the consumer. From the company side, it can make it easier to promote



or market products at a cost that is not too expensive and can be reached throughout the world, while consumers obtain information about the products being sold and expand information about these products. With the existence of several factors in implementing e-marketing promotions, it is hoped that it will increase consumer buying interest, where consumer buying interest is a stage of consumer or respondent tendency to act before a purchasing decision actually occurs (Kumalasari, et al. 2022). Purchase interest is obtained from the process of learning and observing a product which will later form a perception of a person (Kristina and Wahyudin, 2012). As research conducted by (Kurniawan, et al, 2008) Serra (Rizana and Rizky, 2013) states that buying interest influences consumer loyalty. The aim of this research is to examine both simultaneously and partially the influence of trust, convenience, quality of information on buying interest,

METHODS OF RESEARCH

The method for selecting areas in this research was carried out using purposive sampling, where there were several considerations for researchers to select these areas. This research was carried out in April-May 2023.

Respondents were determined using accidental sampling because the sampling units were chosen based on their availability. Accidental sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample; if it is deemed that the person they happen to meet is suitable as a data source (Sugiyono, 2016). The sample used in this research was consumers of the Falala Chocolate Bali shop who were met during the research period who had previously made online purchases. The sample used in this research was the SEM PLS (Structural Equation Modeling-Partial Least Square) method with a minimum sample size of 100 respondents (Ferdinand. 2014).

The data collection method in this research is:

- Primary data is in the form of direct interviews using questionnaires with business owners and consumers using offline interviews, questionnaires and documentation;
- Secondary data in this research is in the form of supporting data from related institutions or agencies such as literature studies, books, journals by looking at articles on the internet.

The analytical method used in this research consists of two analyses, namely descriptive analysis and structural analysis Equation Modeling-Partial Least Square (SEM-PLS).

RESULTS AND DISCUSSION

All indicators have a correlation value above 0.3. This shows that all questions on the six research variables are valid. From the Cronbach Alpha coefficient value, the four variables have coefficient values above 0.5 so that the six research variables are declared reliable. Thus, respondents who measured the seven variables, namely Trust, Convenience, Information Quality, Consumer Purchase Interest, Consumer Purchase Decisions, and Consumer Loyalty are declared valid and reliable, and data from measurements using a questionnaire are suitable for use.

The convergent validity calculation aims to determine instrument items that can be used as indicators of all latent variables. The results of the convergent validity test are measured based on the magnitude of the factor loading value (outer loading) of the latent indicator (construct). Convergent validity test results that have an outer loading value below 0.70 will be dropped from the model.

Discriminant validity, is the measurement of reflexive indicators is based on cross loading with the latent variable. Another method is by comparing the square root of average variance extracted (AVE) value for each construct, with the correlation between other constructs in the model. In this regard, it is recommended that the measurement value be greater than 0.50.



The measurement model is measured from the loading factor value (standardize coefficient) on each indicator to the latent variable. The loading factor value shows the weight of each indicator as a measure of each variable. An indicator with a large loading factor shows that the indicator is measuring the strongest (dominant) variable.

Table 1 – Measurement Models Trust Variable (X1)

Indicator	Original	T Statistics	P Values	Information
X1.1	0.944	457.74	<0.000	Significant
X1.2	0.920	43,422	<0.000	Significant

Source: Primary data processed, 2023.

From the results of the PLS analysis of the measurement model, it shows that the highest loading factor value is that Falala Chocolate Bali Online shop provides reliable information (X1.1). Respondents assessed that Falala Chocolate Bali Online shop provides reliable information (X1.1) which is the most important indicator in measuring the Trust Variable (X1).

Table 2 – Measurement Model of Convenience Variable (X2)

Indicator	Original	T Statistics	P Values	Information
X2.2	0.98	79,956	<0.000	Significant
X2.3	0.979	82.2	<0.000	Significant

From the results of the PLS analysis of the measurement model, it shows that the highest loading factor value is that ordering Falala Chocolate Bali products online is easier and more secure (X2.2). Respondents considered that ordering Falala Chocolate Bali products online was easier and more secure (X2.2) which was the most important indicator in measuring the Convenience Variable (X2).

Table 3 – Measurement Model for Information Quality Variables (X3)

Indicator	Original	T Statistics	P Values	Information
X3.2	0.783	24,247	<0.000	Significant
X3.3	0.915	76,252	<0.000	Significant

Source: Primary data processed, 2023.

From the results of the PLS analysis on the measurement model, it shows that the highest loading factor value is the complete information presented in the online shop (X3.3). Respondents considered that the complete information presented in the online shop (X3.3) was the most important indicator in measuring the Information Quality Variable (X3).

Table 4 – Measurement Model of Consumer Purchase Interest Variables (Y1)

Indicator	Original	T Statistics	P Values	Information
Y1.1	0.882	52,326	<0.000	Significant
Y1.2	0.904	32,109	<0.000	Significant
Y1.3	0.852	46.78	<0.000	Significant

Source: Primary data processed, 2023.

From the results of the PLS analysis of the measurement model, it shows that the highest loading factor value is Referring to products offered to other people (Y1.2). Respondents considered that referring to products offered to other people (Y1.2) was the most important indicator in measuring the Consumer Purchase Interest Variable (Y1).

Table 5 – Measurement Model of Consumer Decision Variables (Y2)

Indicator	Original	T Statistics	P Values	Information
Y2.1	0.864	21,587	<0.000	Significant
Y2.2	0.702	13,024	<0.000	Significant
Y2.3	0.850	21.33	<0.000	Significant

Source: Primary data processed, 2023.



From the results of the PLS analysis of the measurement model, it shows that the highest loading factor value is that consumers buy Falala Chocolate Bali products according to consumer needs (Y2.1). Respondents assess that consumers buy Falala Chocolate Bali products according to consumer needs (Y2.1) which is the most important indicator in measuring the Consumer Decision Variable (Y2).

Table 6 – Measurement Model of Consumer Loyalty Variable (Y3)

Indicator	Original)	T Statistics	P Values	Information
Y3.1	0.906	158.76	<0.000	Significant
Y3.2	0.774	16,404	<0.000	Significant
Y3.3	0.861	39.7	<0.000	Significant

Source: Primary data processed, 2023.

From the results of the PLS analysis of the measurement model, it shows that the highest loading factor value is that consumers make repeat purchases after making the first purchase of Faala Chocolate Bali products (Y3.1). Respondents assessed that referring to products offered to other people. Consumers make repeat purchases after making the first purchase of Faala Chocolate Bali products (Y3.1) is the most important indicator in measuring the Consumer Loyalty Variable (Y3).

Table 7 – Results of Research Hypothesis Testing on Direct Influence

Relationships Between Constructs	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Trust (X1) -> Purchase Intention (Y1)	0.3	6,016	0.002	Positive and Significant Influence
Trust (X1) -> Consumer_Decision (Y2)	0.142	2,587	0.049	Positive and Significant Influence
Trust (X1) -> Consumer_Loyalty (Y3)	0.474	21,676	<0.000	Positive and Significant Influence
Convenience (X2) -> Purchase Intention (Y1)	0.161	4,466	0.007	Positive and Significant Influence
Convenience (X2) -> Consumer_Decision (Y2)	0.085	0,782	0.47	No Significant Effect
Convenience (X2) -> Consumer_Loyalty (Y3)	0.273	5,152	0.004	Positive and Significant Influence
Information Quality (X3) -> Purchase Intention (Y1)	0.613	20,138	<0.000	Positive and Significant Influence
Quality_Information (X3) -> Consumer_Decision (Y2)	0.039	1,779	0.135	No Significant Effect
Quality_Information (X3) -> Consumer_Loyalty (Y3)	0.093	1,194	0.286	No Significant Effect
Purchase Intention (Y1) -> Consumer_Decision (Y2)	0.468	4,789	0.005	Positive and Significant Influence
Consumer_Decision (Y2) -> Consumer_Loyalty (Y3)	0.193	9,396	<0.000	Positive and Significant Influence

Source: Primary Data analyzed using SmartPLS 3.2.8 (2023).

The Influence of Trust on Consumer Purchase Interest

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = 0.002 which is smaller than $\alpha = 0.05$ and the coefficient value is positive, namely 0.3. This is sufficient evidence that the Trust variable has a positive effect on the Consumer Purchase Interest variable. This is in accordance with previous research conducted by Solihin (2020) which stated that the higher the level of customer trust, the higher the customer's buying interest and purchasing decisions. The higher the promotion carried out, the higher the customer's buying interest and purchasing decisions.

The Influence of Trust on Consumer Purchasing Decisions

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = 0.049 which is smaller than $\alpha = 0.05$ and the coefficient value is positive, namely 0.142. This is sufficient evidence that the Trust variable has a positive effect on the Consumer Decision variable. Based on relevant references, it appears that trust plays an important role in influencing consumer purchasing decisions. According to Ernawati (2019), trust has a significant influence on consumer purchasing decisions, especially in the context of product quality, innovation and promotion.

The Influence of Trust on Consumer Loyalty

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = <0.000 which is smaller than $\alpha = 0.05$ and the coefficient value is positive, namely 0.474. This is sufficient evidence that the Trust variable has a positive effect on the Consumer Loyalty variable. Sastrawati et al. (2020) investigated the role of trust in increasing customer loyalty and found that customer commitment and



closeness were mediators in the relationship between trust and customer loyalty (Sastrawati et al., 2020). Similarly, Rachbini et al. (2019) highlighted the impact of trust on consumer loyalty in the context of C2C electronic markets in Indonesia (Rachbini et al., 2019).

The Effect of Convenience on Consumer Purchase Interest

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = 0.007 which is smaller than $\alpha = 0.05$ and the coefficient value is positive, namely 0.161. This is sufficient evidence that the convenience variable has a positive effect on the consumer buying interest variable. The influence of convenience on consumer buying interest is an important aspect of consumer behavior. Several studies have investigated this relationship. For example, Tascioglu & Rehman (2016) found that convenience positively moderates the relationship between green marketing practices and intention to purchase, attitudes toward the company, and consumer commitment (Tascioglu & Rehman, 2016). Likewise, Zimu (2022) highlighted that perceived ease of use, time-saving orientation, convenience, protection and privacy motivations influence customers' behavioral intentions, especially during the pandemic crisis (Zimu, 2022).

The Effect of Convenience on Consumer Purchasing Decisions

This is in accordance with the results of the path coefficients with P-Values = 0.47 which is greater than $\alpha = 0.05$ and the coefficient value is positive, namely 0.085. This is sufficient evidence that the Convenience variable has no significant effect on the Consumer Decision variable. Although consumers generally consider convenience to be an important decision-making criterion, their individual definitions of convenience may vary (Lee, J. 2016). Convenience can be characterized by time, and the convenience involved in obtaining a product or service, and can significantly influence consumer choices (Wijk et al., 2016).

The Effect of Convenience on Consumer Loyalty

This is in accordance with the results of the path coefficients with P-Values = 0.004 which is smaller than $\alpha = 0.05$ and the coefficient value is positive, namely 0.273. This is sufficient evidence that the Convenience variable has a positive effect on the Consumer Loyalty variable. These results can be interpreted as meaning that the easier it is for consumers to obtain information about a product provided by the manufacturer, the more consumer loyalty they will be able to increase, conversely, if the information is more difficult for consumers to obtain, consumer loyalty will be lower. Loyalty can be built by providing easy and clear services and directions, starting from how to order to how to make payment transactions, so that ease of transaction becomes an important factor for companies to be able to continue to retain and attract new customers so as to increase consumer loyalty (Nirawati et al. ., 2020).

The Influence of Information Quality on Purchase Interest

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = <0.000 which is smaller than $\alpha = 0.05$ and the coefficient value is positive, namely 0.613. This is sufficient evidence that the information quality variable has a positive effect on the consumer buying interest variable. This is in line with research conducted by Rinaldi and Santoso (2018) which states that good quality information will influence consumer buying interest. The more complete and accurate the quality of the information provided, the more it will attract consumer buying interest. On the other hand, if the quality of the information provided is not clear, consumers' buying interest will also decrease because they do not receive accurate information. Information quality is basically related to the extent to which the products of an information system convey meaning (Liu et al. 2017).

The Influence of Information Quality on Consumer Purchasing Decisions

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = 0.135 which is greater than $\alpha = 0.05$ and the coefficient



value is positive, namely 0.039. This is sufficient evidence that the information quality variable does not have a significant effect on consumer decision variables. Research conducted by Alhasanah, J (2014) states that the quality of information does not have a significant relationship to consumer purchasing decisions, this is in line with the current research, where this can happen due to various factors such as differences in sampling locations, differences in purchasing habits, and the differences in products offered will influence the behavior of each individual consumer which will determine the decision to purchase a product that is needed.

The Influence of Information Quality on Consumer Loyalty

This is in accordance with the results of the path coefficients with the p-value showing a positive number with P-Values = 0.286 which is greater than $\alpha = 0.05$ and the coefficient value is positive, namely 0.093. This is sufficient evidence that the information quality variable does not have a significant effect on the consumer loyalty variable. However, this research can be supported by research conducted by Hidayatullah et al., (2020) which states that information quality variables do not have a significant effect on consumer loyalty. The quality of information an application has is not a trigger for forming customer loyalty. The quality of information influences customer satisfaction so that to have an influence on customer loyalty it is necessary to go through customer satisfaction first, so that the quality of this information must still be considered and developed because according to Laumer et al., (2017) in the context of fulfilling the needs of the task or job faced, the quality of the information is also a requirement that must be considered. Information quality does not affect customer loyalty because this factor is not the main factor in making users loyal and customer satisfaction does not have as much value as system quality. The results of the analysis show that the service quality variable does not have a significant effect on consumer loyalty; this is in line with research conducted by Hidayatullah et al., (2020), that information quality does not have a significant effect on customer loyalty.

CONCLUSION

Based on the research results and discussion that have been described, the conclusion can be drawn that trust, convenience, information quality, and price play an important role in influencing consumer buying interest, purchasing decisions, and consumer loyalty. Hypothesis testing in this research reveals that trust has a positive and significant influence on purchase intentions, purchasing decisions, and consumer loyalty. Meanwhile, convenience has a positive and significant effect on consumer purchase intentions and loyalty, but not on purchasing decisions. On the other hand, information quality has a positive and significant impact on consumer purchasing intentions, but does not show a significant influence on purchasing decisions and consumer loyalty.

Recommendation In this research, to increase consumer buying interest and loyalty, business actors need to prioritize building and maintaining consumer trust. This can be done through increasing transparency, transaction security and customer service quality. In addition, making the purchasing process easier is also important, but remember that this does not directly influence the purchasing decision. Therefore, efforts to facilitate the purchasing process must be balanced with other strategies that focus more on direct influence on purchasing decisions. Finally, although information quality influences purchase intentions, additional efforts need to be made to convert these intentions into real purchase decisions and maintain consumer loyalty.

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