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The Influence of Digital Marketing, Promotion and Prices on Online Purchase Decisions in the Era of the Covid-19 Pandemic

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Abstract

The purpose of this study was to determine how much influence digital marketing, promotions and prices have on online purchasing decisions, using multiple linear regression statistical analysis tools. The results of the study show that simultaneously and partially digital marketing, promotion and price variables affect purchasing decisions almost at the @hampersurabaya store in the era of the covid-19 pandemic. In order to remain competitive in this pandemic era, @hampersurabaya must pay attention to pricing, convenience in online purchases, intensive promotions, and being sensitive to this pandemic condition, so that the products sold can be combined with health care products, which can later influence purchasing decisions. The results of observations made on respondents who work outside the home, who have a busy life in the office greatly affect them in making purchasing decisions, so the only way because of their busyness they end up having to make a lot of online purchasing decisions. Marketing through digital media has a huge impact on business people. With digital media, they can market their products widely, promotions carried out to attract many consumers can be easily obtained, for example by advertising their products through online promotions, by displaying their products through advertisements on Facebook, advertisements on Instagram and social media. other. This method is quite accurate, because currently Facebook and Instagram are still the most popular social media and almost all adults have Facebook and Instagram accounts. To find out the size of the price, consumers can easily get that information. Especially now that the world of marketing through the marketplace has mushroomed in almost all of the world.

Keywords

digital marketing; promotion; price, and online purchasing decisions



I. Introduction

Currently, Indonesia and the world are experiencing a COVID-19 pandemic. The impact of Covid-19 is certainly felt by entrepreneurs engaged in souvenirs and hampers. Due to covid-19 the government is still limiting the public, companies and agencies to hold events that gather large numbers of people, so sales of hampers and souvenirs have decreased as a result of events that are usually carried out by distributing hampers or souvenirs to decrease, sales of hampers and souvenirs have decreased. from the hampers also decreased. But over time, the existence of covid-19 was made by online shop @hampersurabaya into a business opportunity which could then increase its sales turnover, one of which was to diversify its products, namely by selling almost new normal. Because during this pandemic, everything that is used or used must be clean, and hygienic so online shop @hampersurabaya then creates almost products that contain hand sanitizer, masks, travel prayer mats, and others that are beautifully packaged in gift packages. Where the stuffing package is very useful in this

pandemic era. Online shop @hampersurabaya also carries out an interesting promotional strategy, namely by providing special discounts from normal prices. Purchases in large quantities will also be given a free chocolate box and included every hamper, this is an example of a program carried out by @hampersurabaya in order to survive in the midst of a pandemic and very sharp competition in business through digital marketing today.

Based on this background, the researchers formulated a problem, whether digital marketing, promotions and prices affect online purchasing decisions in the era of the covid-19 pandemic” (Study on online shop @hampersurabaya in Surabaya).

The purpose of this research is to find out how much influence digital marketing, promotions and prices have on online purchasing decisions in the era of the covid -19 pandemic. This research is also expected to provide benefits related to opportunities and threats when Indonesia and the world are experiencing the covid-19 pandemic, so that business people can determine the right marketing strategy to increase sales and influence purchasing decisions. This research is also expected to provide motivation to business people, especially those who do online marketing in the future and can be used as knowledge in developing innovation and competitive advantage in competing so that they can increase sales by implementing appropriate marketing and pricing strategies and promotions.

The existence of the COVID-19 pandemic is undeniably the cause of lifestyle changes in the real world. Therefore, during this pandemic, business actors are required to optimize online marketing and digital marketing as a means of communication with consumers. In today's digital era, interacting with many consumers should be done through social media.

According to Straus and Frost (2012: 28) "e-marketing or commonly referred to as digital marketing is the use of information technology for marketing activities and a process for creating, communicating, delivering and exchanging value offerings for customers, clients, partners and the community at large. generally"

Ridwan Sanjaya and Josua Taringan (2009:47) state "Digital Marketing is a marketing activity including branding that uses various web-based media such as blogs, web-sites, e-mail, adwords, or social networks".

In business, promotion is a marketing strategy carried out to inform and influence target consumers to finally buy the product. Promotion is important to do so that potential consumers are interested in purchasing the goods or services offered. Promotion is very important to be carried out by various business circles, whether it is a small-scale business or a large-scale business.

According to Hermawan (2012: 38), the notion of promotion is one of the priority components of marketing activities that informs consumers that the company is launching new products that tempt consumers to make purchases. The company notifies that the company is launching a new product for the market to let the market know.

According to Kotler and Keller (2016) sales promotion is a key ingredient in a marketing campaign, consisting of a collection of incentive tools, most of which are short-term in nature, designed to stimulate a faster or better purchase or offer of a product or service by consumers or trade. Whereas advertising offers a reason to buy, sales promotion offers incentives.

According to Kotler and Armstrong (2012) in a narrow sense the price is the amount charged for a product or service, more broadly the price is the sum of all values provided by customers to benefit from owning or using a product or service.

Hansen and Mowen define "selling price is the monetary amount charged by a business unit to buyers or customers for goods or services sold or delivered".

Companies must consider many factors in formulating pricing policies (Abdullah: 2012), namely:

1. Choose a Target Price
2. Determine the request
3. Estimating the price

According to Kotler (2014: 184) consumer purchasing decisions are the final decisions of individuals and households who buy goods and services for personal consumption. Meanwhile, according to (Sussanto, 2014:4) Purchase decision is a process where consumers go through certain stages to make a purchase of a product. Added by Assauri (2015:139) purchasing decisions made by consumers or buyers are also influenced by habits. Then according to (Tjiptono, 2016:22) Purchasing decisions are one part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making processes that precede and follow these actions.

II. Research Methods

2.1 Sampling Method

The sample in this study were consumers who had made purchases at the online shop @hampersurabaya, who made purchases through social media owned by hampersurabaya, using the purposive sampling method. According to Notoatmodjo (2010), purposive sampling is sampling based on certain considerations such as population characteristics or previously known characteristics. In this case, the criteria of the respondents are consumers or corporates who have purchased hampers in Surabaya in the last 1 year, and are in the Surabaya area. According to Sugiyono (2013: 210) states that "multiple-regression analysis is an analytical tool used to predict changes in the value of certain variables when other variables change". In this study, the F statistical test was used to show whether all independent variables and independent variables had a joint influence on the dependent or dependent variable (Ghozali, 2012).

In the research, the t-test was used to test the hypothesis that digital marketing, promotion and price partially had a significant effect on online decisions for hampers in Surabaya in the era of the covid-19 pandemic in the city of Surabaya.

2.2 Multiple Linear Regression Analysis

According to Sugiyono (2013: 210) states that "multiple-regression analysis is an analytical tool used to predict changes in the value of certain variables when other variables change".

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III. Discussion

3.1 Validity and Reliability Test Results

From the results of the validity test, it shows that the Pearson Correlation produces a number greater than 0.4, so it can be concluded that all indicators in this study are valid. As for the results of the reliability test in this study is > 0.6, it can be concluded that all the items studied can be said to be reliable variables.

Table 1. Multiple Linear Regression Test T Uji test

| Variable | Beta | T count | Significance |
|-------------------|-------|---------|--------------|
| Digital marketing | 0,496 | 6,206 | 0,000 |
| Promotion | 0,326 | 4,189 | 0,000 |
| Price | 0,193 | 2,475 | 0,016 |

Source: SPSS data processing results

¹ From the results of the t test, and the value of the significance level is less than 0.05, it can be concluded that the digital marketing, promotion and price variables partially affect the online purchase decision at @hampersurabaya.

3.2 F Uji Test

Table 2. Simultaneous Hypothesis Testing Results

| Model | Coefficients | Significance |
|-------------------|--------------|--------------|
| Constant | -1,251 | 0,000 |
| Digital marketing | 0,640 | |
| Promotion | 0,396 | |
| Price | 0,194 | |
| R | : 0,811 | |
| R Square | : 0,658 | |
| Adjusted R Square | : 0,644 | |

Source: SPSS Data Processing Results

From the test results, in table 2 above, it is known that all independent variables (digital marketing, promotions and prices have a simultaneous effect on online purchasing decisions in the era of the covid-19 pandemic). This can be seen at the F significance level of 0.000 < 0.05. This means that digital marketing, promotions and prices together influence online purchasing decisions in the era of the covid-19 pandemic. . Sihombing (2026) state that Covid-19 pandemic caused everyone to behave beyond normal limits as usual. The outbreak of this virus has an impact especially on the economy of a nation and Globally (Ningrum, 2020). The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction (Bara, 2021). Even though in the midst of a pandemic, online purchasing decisions based on the variables mentioned above greatly affect consumers in shopping for products hampers at @hampersurabaya.

3.3 Correlation and Coefficient of Determination

According to Ghozali (2011), the coefficient of determination (R Square) basically measures the extent to which the model's ability to explain the independent variables.

The correlation between digital marketing, promotions and prices on online purchasing decisions hampers the covid-19 pandemic era is very strong because the R value is 0.811 >

0.5. This shows that the digital marketing, promotion and price variables greatly determine the purchase decision for hampers in this covid-19 pandemic era.

While R Square has a value of 0.658 or 65.8%. This shows that the digital marketing, promotion and price variables make a contribution or contribution to online purchasing decisions hampering the era of the covid-19 pandemic by 65.8% while the remaining 34.20% is influenced by other variables not included in this study, such as quality, service, timeliness and others.

In this study, the variable that has the strongest or dominant influence on purchasing decisions is the digital marketing variable, this is because during this pandemic consumers prefer to make purchases online, and they know @hampersurabaya products from searching through digital media.

Partial Hypothesis Testing Results From the test results, in table 2 above, it is known that all independent variables (digital marketing, promotions and prices have a simultaneous effect on online purchasing decisions in the era of the covid-19 pandemic). This can be seen at the F significance level of $0.000 < 0.05$. This means that digital marketing, promotions and prices together influence online purchasing decisions in the era of the covid-19 pandemic. Even though in the midst of a pandemic, online purchasing decisions based on the variables mentioned above greatly affect consumers in shopping for products hampers at @hampersurabaya.

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3.5 The Relationship between Digital Marketing and Online Purchasing Decisions

Digital marketing or digital marketing is one of the most effective ways at this time, especially during the corona-19 pandemic. Many people are reluctant to leave the house, especially now that emergency PPKM is being carried out due to the high number of covid. Making purchases online is currently experiencing a sharp increase, therefore @hampersurabaya is increasing its marketing by continuing to develop its marketing through digital media such as promoting through the website, Instagram, Facebook, wa business, marketplace and other media, which has been done since 2008 benefits and advantages of doing digital marketing. Products from @hampersurabaya can be recognized by consumers throughout Indonesia and even abroad. Because by promoting or selling products through digital media, these products can be found by people who are searching to meet their needs. In digital marketing, there are many things that must be done in order to influence purchasing

decisions, including images or visuals of uploaded products, suitability of photos with the authenticity of goods, timely delivery, and speed of response. This is an important factor in digital marketing so that consumers can repeat orders.

3.6 The Relationship between Promotions and Online Purchasing Decisions

In this study, the promotion carried out by @hampersurabaya is to provide sales discounts if purchases are made in large quantities, provide free shipping for certain areas and are also given to customers who have repeated orders. In accordance with the theory of Irawan and Sudjono (2001, p. 112) which says that promotion can influence someone to make a purchase, then what happens is that if the business owner is diligent and diligent and really serious about doing the right, effective and efficient promotion strategy then will be able to attract consumers so that they can influence purchasing decisions.

3.7 The Relationship between Price and Online Purchasing Decisions

Price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services (Swastha and Irawan, 2002: 241).

The price determined by @hampersurabaya is based on the quality of the products sold, the quantity or number of products ordered, looking at competitors' prices, and paying attention to the current condition of people's purchasing power. Like the theory written by Kotler and Armstrong (2010) that the relationship between price and purchasing decisions, namely the price affects consumer decisions in making purchases, the higher the price, the lower the purchase decision, otherwise if the price is low, the purchasing decision changes the higher it is).

IV. Conclusion

Based on the results of the study, it is known that all independent variables (digital marketing, promotions and prices have an effect either partially or simultaneously on online purchasing decisions in the era of the covid-19 pandemic). Conditions during this pandemic, many consumers limit themselves to leaving the house, so they alternatively make purchases or transactions online.

The results of observations made on respondents who work outside the home, who have a busy life in the office greatly affect them in making purchasing decisions, so the only way because of their busyness they end up having to make a lot of online purchasing decisions.

Marketing through digital media has a huge impact on business people. With digital media, they can market their products widely, promotions carried out to attract many consumers can be easily obtained, for example by advertising their products through online promotions, by displaying their products through advertisements on Facebook, advertisements on Instagram and social media. other. This method is quite accurate, because currently Facebook and Instagram are still the most popular social media and almost all adults have Facebook and Instagram accounts.

To find out the size of the price, consumers can easily get that information. Especially now that the world of marketing through the marketplace has mushroomed in almost all of the world. By accessing the consumer marketplace it is easy to be able to check and compare the prices determined by the online store.

Eases like this make digital marketing, promotions and prices greatly influence online purchasing decisions.

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