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ANALYSIS THE IMPACT OF E-MARKETING STRATEGY ON PURCHASING DECISION AT PT. DECATHLON SPORT INDONESIA

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ABSTRACT

PT. Decathlon Indonesia's online trend purchasing shows a positive numbers. This research aims to find out the effect of E-Marketing Mix of purchasing decisions on consumers Decathlon's Sport Indonesia. The type of research used exploratory research with quantitative approach. Using random sampling technique. The numbers of sample from this research are 100 respondents. The method of data collection data through the spread of questionnaires. Data analysis technique used is descriptive and multiple linear regression analysis. The results of the research showed that the obtained F_{hitung} is 23.323 with a significance of 0,000. F_{tabel} which is known to be alpha 5% or 0.05 of 0.361. The results of these calculations indicate that F_{hitung} is greater than F_{tabel}, which is 23.323> 0.361 with a smaller significance than alpha, which is 0,000 <0,005. Based on the results it can be seen that there are four groups of independent variables which partially have a significant influence on purchasing decisions; 4Ps (Product, Price, Place, Promotion), P2 (Personalization, Privacy), C2 (Customer Service, Community), and S2 (Site, Security). The dominant group of variables on purchasing decisions are P2 (Personalization, Privacy) and S2 (Site, Security).

***Keywords :** Product, Price, Place, Promotion, Personalization, Privacy, Customer Service, Community, Site, Security, Purchase Decision*

ANALISIS PENGARUH STRATEGI E-MARKETING TERHADAP

KEPUTUSAN PEMBELIAN DI PT. DECATHLON SPORT INDONESIA

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ABSTRAK

Trend pembelian online di PT. Decathlon Sport Indonesia menunjukkan nilai positif. Penelitian ini bertujuan untuk mengetahui pengaruh Bauran Pemasaran E-Marketing terhadap Keputusan Pembelian pada konsumen PT. Decathlon Sport Indonesia. Jenis penelitian yang digunakan adalah penelitian eksploratori dengan pendekatan kuantitatif. Teknik pengambilan sampel menggunakan *random sampling*. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 100 orang responden. Metode pengumpulan data melalui penyebaran kuesioner. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa diperoleh nilai F_{hitung} 23.323 dengan signifikansi 0,000. F_{tabel} yang diketahui alpha 5% atau 0,05 sebesar 0,361. Hasil perhitungan tersebut menunjukkan bahwa F_{hitung} lebih besar daripada F_{tabel}, yaitu 23,323 > 0,361 dengan signifikansi yang lebih kecil dibandingkan alpha, yaitu 0,000 < 0,005. Berdasarkan hasil uji t dapat diketahui bahwa terdapat empat kelompok variabel bebas yang secara parsial memiliki pengaruh signifikan terhadap keputusan pembelian ; 4Ps (Product, Price, Place, Promotion), P2 (Personalization, Privacy), C2 (Customer Service, Community), dan S2 (Site, Security). Kelompok variabel yang dominan terhadap keputusan pembelian yaitu P2 (Personalization, Privacy) dan S2 (Site, Security).

Kata Kunci : Product, Price, Place, Promotion, Personalization, Privacy, Customer Service, Community, Site, Security, Keputusan Pembelian