**STRATEGI PEMASARAN PT.EIGERINDO MELALUI E-COMMERCE
TERHADAP KEPUTUSAN PEMBELIAN**

Nellyaningsih, Chomsun Farochi, Rahmat Hidayat**Dosen Telkom University****(Naskah diterima: 1 Januari 2019, disetujui: 30 Januari 2019)****Abstract**

The marketing strategy is defined as the analysis of the development and implementation of the strategy in the strategy of determining the target market for the products in each business unit, marketing goal setting, and the development, implementation, and management of the marketing program strategy, positioning the market designed to meet consumer desires target markets. One of them with the use of information systems in the product marketing activities. One of them promote it through e-commerce. Which can make consumers in deciding to make a purchase decision for these products. This research was conducted in PT.Eigerindo. Before knowing the effect of E-Commerce on purchasing decisions, the normality test. Normality test result is normal, because the sig of $0.200 > 0.05$ (alpha). Furthermore, using ANOVA test. Results obtained from ANOVA test F value of 111.554, while F tables can be viewed using the f table with residual degrees of freedom (df) of 98 as a denominator and df regression is 3.94. Because the F count ($111.554 > F$ table (3.94) then H1 accepted. Based on the significance, visible column sig is 0,000 that means the probability of $0,000 < 0.05$ then H0 is accepted.

Keywords: Marketing Strategy, E-Commerce, purchase Decision.

Abstrak

Strategi pemasaran didefinisikan sebagai analisis pengembangan dan implementasi strategi dalam strategi menentukan target pasar untuk produk di setiap unit bisnis, penetapan tujuan pemasaran, dan pengembangan, implementasi, dan pengelolaan strategi program pemasaran, memposisikan pasar yang dirancang untuk memenuhi keinginan target pasar konsumen. Salah satunya dengan penggunaan sistem informasi dalam kegiatan pemasaran produk. Salah satunya mempromosikannya melalui e-commerce. Yang dapat membuat konsumen dalam memutuskan untuk membuat keputusan pembelian untuk produk-produk ini. Penelitian ini dilakukan di PT.Eigerindo. Sebelum mengetahui efek E-Commerce terhadap keputusan pembelian, uji normalitas. Hasil uji normalitas adalah normal, karena sig sebesar $0,200 > 0,05$ (alpha). Selanjutnya, menggunakan tes ANOVA. Hasil yang diperoleh dari uji ANOVA nilai F dari 111,554, sedangkan tabel F dapat dilihat menggunakan tabel f dengan derajat kebebasan sisa (df) dari 98 sebagai penyebut dan regresi df adalah 3,94. Karena F hitung ($111,554 > F$ tabel (3,94) maka H1 diterima. Berdasarkan signifikansi, kolom sig yang terlihat adalah 0,000 yang berarti probabilitas $0,000 < 0,05$ maka H0 diterima.

Kata Kunci: Strategi Pemasaran, E-Commerce, Keputusan pembelian.

I. PENDAHULUAN

The mixture of marketing is an instrument of market which consist of element program markets and need to be selected for implementation of strategy marketing and positioning which has be made can success.there are four the mixed marketing : Product, Price, Place, Promotion. But there are addition in them. There are people, process, and customer services (Lupiyoadi 2010:70).

The marketing strategy can be interpreted is an analysis strategy development and implementation in strategy of act object market for product in every unit bussines, goal setting marketing, and development, implementation, management strategy of marketing program, positioning the market that are designed to satisfy consumer desires target markets. In this era of globalization, many sellers use technology and information as the main means of support and improve service quality and operational. One of them is the use of information systems in the product marketing activities. One of them promote via E-Commerce. (Craven,2011:151).

The marketing strategy is marketing logic and based on that, the business unit is expected to achieve its marketing goals.

Marketing Strategy based analysis of enterprise managers will be the corporate environment both internally and externally. (Strategi Pemasaran Menurut Kotler dan Armstrong (2010).

Product (Product) According Sumarni and Soeprihanto “Product is everything that can be offered in the market to get attention, demand, usage or consumption that can meet the desires or needs”. The products not only always in the form of goods but can also be services or combination of both (goods and services)".

According Setiadi (2010), Buying behavior implies that activities of individuals directly involved in the exchange of money for goods and services and in the decision-making process that determines these activities. The consumer's decision to buy a product always involves physical activity (such as consumer direct activities through the stages of the purchase decision-making process) and mental activity (when consumers rate the product in accordance with certain criteria set by the individual).

E-commerce is the purchasing, selling and marketing goods and services over electronic systems. Such as radio, television and computer networks or the Internet. So the

meaning of e-commerce is the process of buying and selling transactions which is worked via the Internet where the website is used as a container to carry out the process. By Jony Wong (2010: 33).

E-Commerce is a dynamic set of technology, application and business processes that connect companies, consumer, and certain communities through electronic transactions and trade in goods, services, and information that will be conducted electronically. PT.Eigerindo Multiproduk Industriyis a provider of public goods that contain value-added. PT Eigerindo producing goods such as bags, clothes, pants, accesorries and other items. As the production of goods for the community. PT.Eigerindo required in producing goods should be attention quality and superior to other competitors.

Sales activities performed by PT. Eigerindo is supplying products to outlets authorized PT.Eigerindo in parts of the country or abroad. PT Eigerindo does many sales promotions in order to be known to the market share domestic and abroad. On abroad, PT Eigerindo has export market such as Negara Brunei, Malaysia, Singapore, Germany. PT Eigerindo also do the variety of ways in promoting the products such as make

advertising on the internet, brochures, the official website is www.eigeradventure.com, event- event , word of mouth, promoting at crowded places like malls, universities and other places.

II. METODE PENELITIAN

A. Types and Character of Research

Researchers used descriptive research. It is research that aims to describe a character, characteristics or the function of something. In this research is required complete information **6W is why, when, who, what, where and the way** (Jhon Hendri: 2009).

The character of research used in this study was Causal Comparative. Based on the statement of Zainal Arifin (2012: 46), that study causal comparative is the type of research that is used to compare between two or more groups of a variable

B. Type Data

In this case, researchers used data Quantitative. It is the data measured in numeric scale (number) (Mudrajad Kuncoro, 2009: 145). This type of research aims to describe e-commerce marketing strategy and purchasing decisions to use e-commerce PT. Eigerindo. Besides that, This research for knowing how the influence of marketing strategies through e-commerce on purchasing decisions. The design

of research is causality with Time frame that is limited at one point or cross-sectional.

C. Population and Sample

The place of research in PT Eigerindo Bandung. This research was planned in the first semester of the academic year 2014 /2015. The Subjects in this research is a user of the Eiger. Consisting of 100 customers products Eiger. Because of the total population of consumers PT.Eigerindo in Bandung is not certain, so it is used a non-probability sampling method. Besides that, sampling were taken by accidental sampling (convenience sampling) in accordance with the characteristics of the population, where accidental sampling practiced in the service area of Islamic banks were included in the research sample. Santoso dan Tjiptono (2011:89-90), says that accidental sampling (convenience sampling) is the sampling procedure to select a sample of people or units most easily found or accessed. it was obtained by using the formula of Simple Linear Regression, as follows :

Total sample of respondents in this research as many as 100 people consist of Telkom University students of the Faculty of Electrical Engineering (FTE), Faculty of Industrial Engineering (FRI), Faculty of

Informatics (FIF), Faculty of Business Economics (FEB), the School of Communication and Business (FKB), Faculty of Creative Industries (FIK) d's Faculty of Applied Science (FIT), and also eiger store visitors in Buah Batu Bandung. The method used to process and analyze data on research is simple linear regression as a tool in making a decision.

D. Technical of Data Collection

Judgements Sampling

According Arikunto (2010: 134-185) that Judments Sampling is sampling technique, which is willing to be selected, based on the goal of researchers, and selected based unit of analysis.

The Questionnaires

On this time, we use the method of data collection in the form of questionnaires. The questionnaire is a list of questions that will be used by researcher to obtain data from the source directly through the communication process or by asking questions. (Jhon Hendri: 2009).

E. The Equation Of Simple Linear Regression

The Simple Regression

According Sugiyono (2009), it is used by researcher When the researchers intend to

predict how the situation (up and down) the dependent variable (criterion), if there is one independent variable as a predictor manipulated.

The equation of simple regression is :

$$Y = a + bx$$

$Y =$ *The Decision Of Consumer Purchase*

$X =$ *E-Commerce*

$a =$ *constants*

$b =$ *Regression coefficients*

IV. HASIL PENELITIAN

This research was obtained from questionnaires to the respondents as the primary data source, in addition to data acquisition efforts through observation and literature to supplement the main data. The questionnaire consists of 19 questions with details 14 grains of questions about e-commerce and 5 of the questions regarding a purchase decision. Total sample of respondents in this study as many as 100 peoples consist of the students of Telkom University, the Faculty of Electrical Engineering (FTE), The Faculty of Informatics (FIF), The Faculty of Business Economics (FEB), The Faculty of Communication and Business (KFB), The Faculty of Creative Industries (FIK), and The Faculty of Applied Sciences (FIT), and also visitor of store eiger

in Buah Batu Bandung. To determine whether the results of the questionnaire consistent or stable it is used test reliability and test validity. Reliability test results are shown in Table 1. Test Reliability E-Commerce and also the result of the Test Reliability Respondents reliability purchasing decisions listed in Table 2. Test Reliability purchase decision.

Table 1. Test Reliability E-commerce

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.745	.848	11

The results show the value or score Cronbach's Alpha of variable E-Commerce PT.EIGERINDO by 0,848 so that the variable E-Commerce PT.EIGERINDO can be said reliable with a strong of correlation and data were reliable, in the sense that the questions on the questionnaire respondents are consistent or stable from time to time.

Table 2. Test Reliability Purchasing Decisions

Cronbach's Alpha	N of Items
.786	5

The results of these data shows the value or score Cronbach's Alpha of variable

Purchase Decision is 0.786 so the Value of variable which perceived can be said to be reliable with a fairly high degree of correlation, reliability of data is trustworthy, in the sense that the questions on the questionnaire respondents purchasing decisions are consistent or stable over time. Furthermore, it is processed to test the validity on Table 3. Test Validity E-Commerce and Table 4. Test Validity Purchasing Decisions.

Table 3. Test Validity E-Commerce

		Q1-Q10	X
Q1	Pearson Correlation Sig. (2-tailed) N	-	.573** .000 100
Q2	Pearson Correlation Sig. (2-tailed) N	-	.402** .000 100
Q3	Pearson Correlation Sig. (2-tailed) N	-	.627** .000 100
Q4	Pearson Correlation Sig. (2-tailed) N	-	.616** .000 100
Q5	Pearson Correlation Sig. (2-tailed) N	-	.492** .000 100
Q6	Pearson Correlation Sig. (2-tailed) N	-	.628** .000 100
Q7	Pearson Correlation Sig. (2-tailed)	-	.749** .000 100

Q8	Pearson Correlation Sig. (2-tailed) N	-	.625** .000 100
Q9	Pearson Correlation Sig. (2-tailed) N	-	.556** .000 100
Q10	Pearson Correlation Sig. (2-tailed) N	-	.644** .000 100

Based on the above table shows the results of a test of the validity of E-Commerce PT.EIGERINDO is valid for a sig. under $\alpha = 0.05$ which means significant / invalid. It is concluded that any statement items of the questionnaire can be understood or accepted by the respondent, in the sense that the questions on the questionnaire were able to uncover the role of E-Commerce measured.

Table 4. Test Validity Purchasing Decisions. Correlations

		Q1-Q4	Y
Q1	Pearson Correlation Sig. (2-tailed) N	-	.766** .000 100
Q2	Pearson Correlation Sig. (2-tailed) N	-	.799** .000 100
Q3	Pearson Correlation Sig. (2-tailed) N	-	.728** .000 100
Q4	Pearson	-	.597**

Correlation		.000
Sig. (2-tailed)		100
N		

Based on the above data can be seen from the results of the test validity Impulsive Purchases are valid, because sig are under $\alpha = 0.05$ it means significant / valid. This matter that every item questionnaire statement understood or accepted by the respondent. Furthermore, there is a normality test results data from the influence of Marketing Strategy by E-commerce on the Purchasing Decisions listed in Table 5. Normality Test and found the results of tests of normality that is inserted into a diagram shown in picture 1. Effect of Marketing Strategy E-Commerce through the Buying Decision.

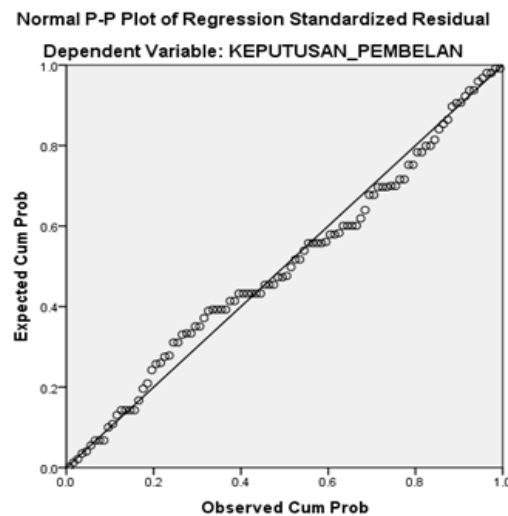
Table 5. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandar dized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.7049923
	0	
Most Extreme Differences	Absolute Positive	.070
	Negative	-.069
Test Statistic		.070
Asymp. Sig.(2-tailed)		.200 ^{cd}

The result of Normal test are normal, because sig of $0.200 > 0.05$ (alpha)

Fig 1: The Diagram Of Effect Marketing Strategy E-Commerce Through the Buying Decision



From the picture above, it states that the result of normality test is already said to be normal because the data is scattered in the form of a circle follow the direction of the diagonal line corresponding.

The method used to process and analyze the data in this research is a simple linear regression as a tool in decision making because it has a variable X is E-Commerce and a variable Y is the purchase decision and the results of testing of simple linear regression using the Test-F shown in Table 6. Simultaneous Test (Test-F) and Test-T are shown in Table 7. Partial Test (Test-T).

Table 6. Simultaneous Test (Test-F)

Model	Sum Of Squares	DF	Mean Square	F	Sig.
1 Regression	327.597	1	327.597	111.554	.000 ^b
Residual	287.793	98	2.937		
Total	615.390	99			

The results of ANOVA test obtained value F is 111.554 while the F table can be viewed by using the f table with residual degrees of freedom (df) of 98 as the denominator and the regression df is 3.94. Because of F count (111.554) > F table (3.94) then H1 accepted. Based significance, visible column sig is 0,000 that means the probability of 0,000 < 0.05 then H0 accepted. With H1 accepted, then there is a relationship marketing strategy PT.Eigerindo via e-commerce on purchasing decisions because they have relationships suitability or appropriateness pemakaianregresi multiple linear models.

Table 7. Partial Test (Test-T)

Coefficient ^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	sig.
1 (Constant)	1.697	1.336	1.271	.207
ECOM	365	.035	.730	.000

ME				2	
RC					
E					

The result is

$$Y = 1,697 + 0,365$$

The results of this research by using simple linear regression is shown in Table 8. Test Simple Linear Regression.

Table 8. Simple Linear Regression Test

Model Summary

Model	R	R. Square	Adjusted R Square	Std. Error Of The Estimate
1	.730 ^a	.532	.528	1.714

The relationship between price and trust of brand with the decision purchase amounted to 0.730, including the weak relationship category. The amount of R square shows the number 0,532. The coefficient of determination used to calculate the effect of independent variables on the dependent variable. The value of R square between 0 and 1, that means the smaller the value of R square so the relationship between the two variables is getting weaker. Otherwise, the greater the value of R square so the relations of two variables be stronger.

V. KESIMPULAN

The use of e-commerce as a marketing strategy has a unidirectional relationship that is very powerful and meaningful to the purchase decisions of consumer on the PT. Eigerindo Multi Products. E-commerce is considered can affect the purchase decisions of consumer on the PT Eigerindo Multi Products Industry. The results of the analysis states that the consumer understand the product Eiger with $T = 0,365$.

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