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The impact of changes in the marketing era through digital marketing on purchase decisions

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ABSTRACT

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In online shopping, it is currently an alternative place for shopping where this method is starting to be widely used by consumers. Various online shopping applications have sprung up, but several factors that influence consumer shopping decisions of course vary. In this study, researchers examined the effect of the accepted model of technology (ease of use and usefulness) and risk variables on consumer decisions to shop at online stores. In this study, the researcher used four variables, sixteen dimensions where each dimension was represented by two indicators so that in this study there were thirty-two indicators which would later be changed in the form of questions to respondents. In this study, the population used is consumers who have shopped online and since the population is very large, then with the quota sampling method the researchers determine the number of samples as much as five times the number of indicators so that the number of samples is 160 respondents, which would later be processed with AMOS SEM analysis tools. From the results of this study, it was found that the variables of ease of use, usefulness and risk had a significant and significant effect on consumer decisions to buy online. And the ease-of-use variable also affects the usefulness variable. The usefulness variable is found to have the greatest influence on consumer decisions, then the risk variable and finally the ease of use.

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1. Introduction

The use of information technology is now very evenly accessible to almost half of Indonesia's population. Access to the internet is also carried out not only to obtain information on conditions and circumstances, but also has turned into a place to market a product, where previously products were only marketed through offline media, but now they are included in various applications and social media (Kotler et al., 2019). This is a new place for marketers to carry out sales promotions for the products they will sell because it is online media on various existing channels (Dede Suleman et al., 2020d). Marketing with internet media cannot be denied has many advantages that can be utilized by marketers when marketing products in this new way (Kartajaya & Marketeers, 2018). The internet is a new pool where all potential consumers are located and marketers can classify the target market according to the product to be sold, another role for marketing is to continue to provide services in this case providing appropriate information to satisfy consumers' needs for product information. they are looking for (Dede Suleman, 2014). However, the role and method of traditional marketing remains a rule in this new era as the basis for preparing the right marketing strategy because without it, all the advantages that exist in online marketing will even become more burdensome because of the need for extra marketing costs in the internet world (Dede Suleman, Sabil et al., 2021).

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The current use of various gadgets, especially smartphones, has become a common part of all activities by some or all of the current productive generation (Kusuma & Suparna, 2015). An easy application will make consumers adapt quickly and also consumers who master an application can easily make purchases (Dede Suleman et al., 2020c). Today's consumers will compare with a better method for them whether the old way if consumers will buy goods by coming directly to the store to choose and pay in a new way that consumers can sit back anywhere when they have spare time to choose and buy goods online. Several considerations of purchasing decisions will be made via the internet, several factors, including the price factor, facilities and the usefulness of a shopping place (Rachmawati et al., 2019). Here it is clear that an easy e-commerce or social media application can be a choice for consumers to use and in the end can be interested and buy the products offered (Romadloniyah & Prayitno, 2018). The internet offers a new way for marketers to be able to carry out marketing activities, where the presence of the internet is an alternative in conducting marketing programs (Dede Suleman, Rusiyati, et al., 2021). Consumers today, with various activities and behavioral changes that occur, will continue to choose more practical ways in every activity, one of which is shopping activities (Rusiyati et al., 2021). Consumers are currently spoiled with the presence of various new things where consumers can freely choose according to what they feel is more comfortable and easier to use. This usefulness is also related to how the use of technology that continues to be present can provide many choices for consumers to carry out their shopping activities. This cannot be avoided because the old way that requires consumers to come to a place to buy goods has not made consumers feel that way is better when this (Zuniarti et al., 2020). However, online shopping is also becoming a trend so that this is one of the reasons people want to try to make online purchases and then can feel and compare with offline shopping that they have been doing (Nurhayaty et al., 2021). However, another thing that also needs to be a concern for marketers today is the condition where the internet media is a place where sellers and buyers do not interact directly, so the potential risk is greater than the old transaction method (Dede Suleman, 2018). It should also be realized that there is potential for crime in online transactions where there are unscrupulous sellers who use the internet to commit fraudulent acts (Yunita et al., 2019). This is also something that consumers pay attention to in making purchases online, therefore risk factors also need to be reduced so that consumer confidence increases, and they will make purchases (Suleman et al., 2021). Therefore, it is important to be careful about risk to know how much influence it has on consumer decisions. Several risk factors that can occur in online purchases include time, money, product, delivery, social and security risks (Masoud, 2013).

Marketing expectations are to the point where consumers can decide to make an online purchase. Every decision is definitely influenced by several variables used in this study, including usefulness, ease of use and risk and from this research it will be known which variables have the greatest influence on consumer purchasing decisions at online shopping places.

2. Theoretical framework and hypotheses

So that this study, it will examine the factors that influence consumer decisions from ease of use, usefulness and risk as well as the effect of ease of use on usefulness in the process of consumer purchasing decisions on online transactions. The subsequent are the hypotheses and frameworks inbuilt in this study as follows.

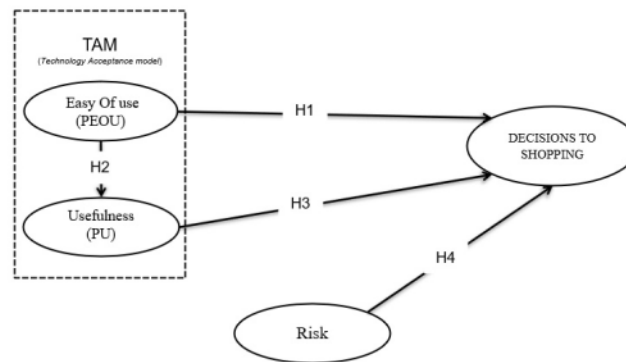


Fig. 1. Conceptual Framework

It can be seen in Fig. 1 which explains the framework used in this study which in each hypothesis is made referring to the results of previous studies. More detailed explanations for the idea in determining the hypothesis determined from this study are as follows:

2.1 Ease of use

In changing the use of technology, the concept of TAM (accepted model of technology) is always used to compare the effect of using technology with the old way this theory was introduced by (Davis, 1989). And one of them is the ease of use where consumers will adapt to the use of new applications that they can run (Dede Suleman et al., 2020a). Several studies have also

revealed the role of ease of use that influences consumer decisions, including (Yadav et al., 2016), (Zuniarti et al., 2020), (Dede Suleman, Zuniarti & Sabil, 2019), (Dede Suleman, Zuniarti, et al., 2021), (Zolait et al., 2018) in that study stated the same results. Besides that, the effect of ease of use on usefulness also has an effect as stated in research (Çelik & Yilmaz, 2011), (Dachyar & Banjamahor, 2017), (Abrina & Zaki, 2019), (Dede Suleman et al., 2020b). Therefore, in this study, hypotheses one and two were determined as follows:

H₁: *Ease of use has a significant influence on Decision to shop online.*

H₂: *Ease of use has a significant influence on Usefulness shop online*

2.2 Usefulness

One of the other parts of TAM is usefulness which is related to whether a new method can replace other methods in terms of practicality and time saving in carrying out an activity (Davis, 1989). Online shopping media already has many advantages, but this also does not guarantee that consumers will still choose this new shopping place compared to the old shopping place, namely the offline method. However, it cannot be denied that there are indeed many previous studies which state that the usefulness of a technology in the of a shopping application affects consumer spending decisions (Hsu et al., 2013; Dede Suleman, Zuniarti, Marginingsih, et al., 2019; Kim et al., 2019; Kim et al., 2019; Dede Suleman et al., 2020a). Therefore, the investigator created the three hypotheses during this study as follows:

H₃: *Usefulness has a significant influence on Decision to shop online.*

2.3 Risk to shop

In a shopping transaction, especially online shopping, the risk factor becomes greater because there are so many uncertainties that may occur (Norazah & Norbayah, 2017), so that the amount of risk has an inverse effect on shopping decisions where if the risk is low then consumer spending decisions will be large and vice versa. (Dede. Suleman et al., 2020). Risk factors to be the main concern of consumers in deciding to buy a product online. In previous studies, the results of risk affect consumer decisions. Several previous studies that are in accordance with this research are (Yunita et al., 2019; Wu & Chen, 2014; Adnan, 2014; Dede Suleman, Ali, et al., 2019). Therefore, the hypothesis in this study is as follows:

H₄: *Risk to shop has a significant influence on Decision to shop online.*

3. Method

In this study, researchers see that the population of buyers who use online shopping applications is very common among consumers in this era. Therefore, the researcher assumes that the population used in this study is very large and cannot be known with certainty. So for respondents who took samples during this research, the researcher used a quota sampling technique where the researcher would take one hundred and sixty respondents, where it was stated (Budi Darma, 2021) for the sample that it could refer to the number of indicators used in the study which in this study used 32 indicator. So, the number is up to 5 times the number of indicators in the study. This research uses four variables, fourteen dimensions and thirty-two indicators. In which each indicator is designed a question that is submitted to the respondent so that there are thirty-two questions that may be asked to be answered and the results are tabulated. Then what will happen is the information obtained is processed using the AMOS SEM analysis tool (Ferdinand, 2018).

4. Data analysis and result measurement items

In this study, researchers will combine several theories from the variables used, including the case of use and usefulness variables, using theory (Davis, 1989) and each using 3 dimensions of the six dimensions taken from sources (Indarsin & Ali, 2017; Nurhayaty et al., 2021). While the risk to shop variable is taken 3 dimensions from four dimensions sourced from (Biucky et al., 2017). In addition, the buying decision variable uses 5 dimensions of eight indicator justed for adjusted theory (Kotler & Armstrong, 2016) where a total of thirty-unit area indicators are measured using a scale of 1 “Strongly Disagree”, to, 5 “Strongly Agree”

4.1 SEM AMOS ANALYSIS

Goodness of Fit (GOF) Analysis

In testing with the AMOS.23 SEM analysis tool, 3 outputs are found that may be understood the results and for the primary output that must be thought-about is that the price on GOF (Goodness of Fit) this can be the primary output result that aims to see whether or not the model created is compatible overall that may be compared between the information entered with the standards closely-held by Amos, and also, the output of the AMOS SEM results. The output knowledge on the compatibility looks at are often seen in table one below:

Table 1
Goodness of fit (GOF)

Measure GOF	Measurement		Measurement Result
	Good Fit	Marginal Fit	
4 Absolute fit Model			
Goodness of fit Index (GFI)	≥ 0.90	0.80 - <0.90	0.93 Good Fit
Root Mean Square Error (RMSEA)	< 0.08		0.046 Good Fit
Incremental Fit Model			
Comparative Fit Index (CFI)	≥ 0.90	0.80 - <0.90	0.90 Good Fit
Normal Fit Index (NFI)	≥ 0.90	0.80 - <0.90	0.92 Good Fit
Incremental Fit Index (IFI)	≥ 0.90	0.80 - <0.90	0.89 Good Fit
Relative fit Index (RFI)	≥ 0.90	0.80 - <0.90	0.86 Marginal Fit
Parsimonious Fit Model			
Parsimonious normed fit index (PNFI)	≥ 0.90	0.80 - <0.90	0.90 Good Fit

Table 1 shows the process Model (GOF) result that is that the SEM output from AMOS, absolutely the work size information model is found that aims to see the number of predictions of all models (structural and mensuration models) to the quality of information consisting of RMSEA 0.0046 <0,08 (model fit) and a GFI worth of 0.93. It will be over that everyone the models tested approach absolutely the work model testing criteria at a reasonably sensible level of testing criteria. And for different model work criteria, the **24** aggressive work Model consists of many conformities check instruments, specifically the worth of CFI = 0.90; NFI = 0.92; IFI = 0.89 and RFI = 0.86, the results state that the structural equation model is claimed to be sensible as a result of it's at a reasonably sensible level of testing criteria and has met the necessities of the progressive work Model. On the work size, the stingy work model will be seen within the results of PNFI = 0.9; From these outputs it can be concluded that the model is said to be at the level of testing criteria is quite good and meets the requirements of the parsimonious fit model.

Measurement Model

The second **67** put result in SEM AMOS shows the following data results. According to Ferdinand (2018) the composite reliability of a measurement model is said to be good reliability to measure each latent variable if the construct reliability value (CR) is ≥ 0.7 or more than the value of extracted variance (VE) is greater than 0.05, states that in exploration reliability research between 0.5 - 0.6 can be accepted and then at SEM AMOS a one-way test is carried out with a 95% confidence level, the commonly used critical value (CR)>1.96 which means the assumption of normality is rejected at significance level (P) <0.05 (5%).

Table 2
Construct reliability and variance extracted

Constructs	Item	Factor Loadings	(Error)	CR	VE
Ease Of Use to shop	32 EU1	0.80	0.60	0.85	0.57
	EU2	0.74	0.62		
	EU3	0.72	0.61		
	EU4	0.78	0.57		
	EU5	0.82	0.59		
	EU6	0.80	0.50		
	EU7	0.78	0.61		
	25 EU8	0.80	0.59		
Usefulness to shop	US9	0.81	0.51	0.84	0.52
	US10	0.78	0.53		
	US11	0.80	0.52		
	US12	0.81	0.64		
	US13	0.75	0.67		
	US14	0.70	0.52		
	US15	0.74	0.52		
	US16	0.70	0.56		
Risk to shop	RS17	0.81	0.65	0.82	0.51
	RS18	0.78	0.62		
	RS19	0.74	0.57		
	RS20	0.82	0.61		
	RS21	0.80	0.62		
	20 RS22	0.78	0.64		
	DS23	0.74	0.61		
	DS24	0.78	0.60		
Decisions To shop	DS25	0.80	0.53	0.80	0.61
	DS26	0.79	0.62		
	DS27	0.73	0.65		
	DS28	0.78	0.48		
	DS29	0.75	0.61		
	DS30	0.83	0.58		
	DS31	0.72	0.61		
	DS32	0.74	0.65		

From the results of the study and therefore the outputs obtained during this study are often seen in table a pair of higher than, it is often seen that the information shows that the twenty-six indicators are valid and reliable as a result of the quantity (CR) $\geq 0,7$ or additional and conjointly the extract price of variance (VE) is bigger than 0.05. Therefore, it is often said that every one indicator utilized in this study are reliable and valid and may be utilized in analysis.

Match analysis of structural models or hypothesis testing

In the third stage the AMOS SEM output that we are able to see and interpret is by gazing the results of structural model testing of hypothesis testing. We want to see the results of the hypothesis during this study which might be seen in table three as follows.

Table 3
Hypotheses test results

No	Hypotheses		SLF1)	t-value	Conclusion
1	H ₁	Ease of use → Decisions to Shopping	0.32	2.7	Supported
2	H ₂	Ease of use → Usefulness	0.47	3.6	Supported
3	H ₃	Usefulness → Decisions to Shopping	0.67	5.2	Supported
4	H ₄	Risk To shop → Decisions to Shopping	0.38	2.3	Supported

If we glance at the results of testing the structural model, it will be seen in table three on top of wherever the output of SEM Amos is found that the results of hypothesis testing during this study area unit are accepted, that means that everyone hypotheses during this study area unit in accordance with what was hypothesized. In deciding, powerful and important support the worth of t count $>$ t-table 1.96 and $<$ 0.05, wherever the magnitude of the influence will be seen within the ensuing SLF worth that shows what quantity influence the variable has. have dependencies.

In the hypothesis (H1) which states that ease of use has an effect and is significant on consumer decisions to buy online, the test results show a t-output value of 2.7, greater than table 1.96 and a standard coefficient of 0.32. Furthermore the hypothesis (H2) which states that ease of use has a significant and significant effect on usefulness, it is found that the t-output value of 3.6 is greater than table 1.96 and the standard coefficient is 0.47. Hypothesis (H3) which states that usefulness has a significant and significant effect on consumer decisions to buy online, it is found that the t-output value is 5.2, which is greater than table 1.96 and the standard coefficient is 0.67. And finally, the hypothesis (H4) which states that risk has a significant and significant effect on consumer decisions to buy online, it is found that the t-output value is 2.3, greater than table 1.96 and the standard coefficient is 0.38.

5. Discussions and conclusion

In the output above, the researcher can draw several conclusions that show the results of the research conducted. Where there is indeed an influence between ease of use, usefulness and risk on consumer online purchasing decisions. And the most influential factor of the three variables is usefulness, while ease of use is in the second and last position is the risk variable. While the ease use variable was found to influence usefulness.

The first conclusion where ease of use affects consumer purchasing decisions online which we can see here is that consumers today do see the role of the ease of an application being offered to make purchase transactions where it is hoped that a new application can provide an easy online shopping experience in meaning that every step that consumers must pass in an application can be done by all old consumers and consumers who are new to using the application. The easier an online store application program is, the closer the consumer purchasing decisions are because consumers can make purchases independently without difficulty in using the application. Because consumers who find it difficult to go through every step of online shopping will decide to leave and cancel the purchase process made.

The second thing that can be taken from this research is where it turns out that ease of use and usefulness have a significant and significant influence where it is an easy application that can change the way people shop from the old offline way to the new online way. As in general, when people can use a new way, they will assume the new way is more practical and eliminates all the difficulties experienced by using the old method of shopping offline.

The third, related to usefulness, was found to influence consumer spending decisions because consumers as we know have changed and have different behavior from the previous era. Where in the previous era the old method was considered more practical, but now the new method is more useful later. New shopping methods with internet media can now be done anytime by consumers and consumers can buy the goods they expect without being hindered by time and distance restrictions. can be done anywhere and anytime consumers have the intention to shop because the internet has changed everything.

The conclusion that we can draw is how risk affects consumer decisions in which online shopping to take. This risk is certainly a consideration for consumers in deciding to buy in the midst of many things that become the possibility of failure in the

transaction process. This failure has various kinds of things that can happen and the most important thing is that consumer funds can be lost by irresponsible people in online transactions. Therefore, the lower the risk that can be bridged by online marketers, the higher the level of consumer decision to shop. Consumers will prefer online shopping because of the many conveniences but also consumers think about the big risks that can occur. So that a good marketer always makes in order to minimize the risk that consumers may think of. Risk can be a stumbling block for consumers when they think online is more reliable. Consumers now already have a goal of the goods they will buy and also the prices and goods that will be their targets, then they just need to look for all online shopping applications that have a low level of risk so that they get the goods that have become their goals.

6. Limitation

In this study, of course, there are still many things that should be developed again because the researcher realizes that the results of this study still have some shortcomings and limitations, and in this section the researcher hopes that in future research, various variables that influence consumer decisions in online shopping can be developed such as adding the benefit variable, trust (Pandža Bajs, 2015; Delafrooz et al., 2011).

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