



The Influence Of Digital Marketing On Customer Decisions In Choosing Goods Expeditions In PT. Lion Parcel – Cileungsi

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Abstract; The relationship between Digital marketing and purchasing decisions and how much influence Digital marketing has on purchasing decisions at PT Lion Parcel. This research uses quantitative research with a significance level of 10% and a confidence level of 90%. The sample in this study was 44 respondents using Slovin's theory. The data in this research uses primary data and secondary data, namely conducting observations and questionnaires, as well as literature studies. To test the instrument, use validity and reliability tests. The methods for data analysis are using frequency distribution, simple linear regression, correlation coefficient, coefficient of determination, and T test. In this study, the data was calculated manually and also used SPSS version 21 software. The results of this research explained that digital marketing with frequency data analysis was perceived well, namely 3.67 and purchasing decisions 3.53. Linear regression analysis $Y = 10.455 + 0.859X$, the correlation coefficient is perceived as strong at 0.671, the coefficient of determination is 45%, and in the t test it is perceived that $t \text{ count} > t \text{ table}$, namely $5.860 > 1.682$.

Keywords: Digital Marketing, Purchasing Decisions

INTRODUCTION

Currently, the world of marketing has entered a revolutionary era. When traditional marketing communications were no longer effective, a method emerged in marketing that developed significantly. This method is digital marketing, this method combines humanist psychological, anthropological and technological aspects through multimedia with large and interactive capacity. Generating a new round of interaction between producers, market intermediaries and consumers, with the medium of mobile technology as a domain element.

The presence of the internet in Indonesia has created a wide market. This will certainly have an impact on newer advertising models, namely by utilizing the internet online, or often known as digital marketing. Digital marketing is a marketing strategy that uses digital media with websites, mobile phones, emails,

blogs and others.

Digital marketing has been and will continue to be one of the mainstream and effective marketing communication models because it is based on current developments. This will give rise to the possibility that human activities including transactions will become more numerous and complex. However, using increasingly sophisticated digital media will certainly reduce human mobility (Zanjabila & Hidayat 2017).

New trends in the world of marketing today have a big influence on purchasing decisions for consumers. It remains for us as business people to see the gaps and take advantage of the trend that is currently viral, namely digital marketing, so that we can use it effectively and efficiently in delivering advertisements that contain the message we want to convey to consumers with digital marketing.

The relationship between digital marketing and purchasing decisions really determines the purchasing process, as stated by Kotler & Kartajaya (2017:2). Saying that, digital marketing disruption has affected consumer actions, from the way they search for, pay for, use and dispose of the goods they buy. Consumer habits in using media have changed drastically, this has forced marketers to think hard to determine alternative channels that are more effective in reaching consumers. Then various kinds of online interactive platforms emerged, functioning to form two-way and multi-way dialogue. As for previous research that is in line with the research that will be carried out, for example the research that will be carried out by Gita Oktapiana Murtafiah Sahani (2018) (10 March 2019, 21:00) Faculty of Economics and Social Sciences, Bakrie University Jakarta, which researches the "influence of digital marketing on purchasing decisions on online buying and selling sites (case study on the e-commerce website Berrybenka)", the results of the research explain that digital marketing has a significant positive effect on consumer purchasing decisions.

Consumer purchasing decisions are an activity carried out by consumers to purchase products. Every manufacturer must carry out various strategies to attract consumers to purchase their products (Rahmadhanty & Mutiarsih, 2019).

PT Lion parcel was founded on February 14 2013, the company operates in the field of courier services which provides domestic and international delivery services and is supported by various networks and service infrastructure of the Group which is the largest airline. Lion parcel has a mission to develop the Lion group business line in the logistics industry. They have a philosophy of helping rapid economic growth, in all domestic areas, with the concept of "Just In Time Air Distribution".

PT. It could be said that Lion Parcel is not a new player in the field of goods expedition services, but its products are still little known in the public and the small number of offices providing Lion Parcel services is a problem in itself for consumers who want to use Lion Parcel services (Jilan, 2018).

Consumers' need for speed of delivery of goods they send to reach their destination on time is very large, especially for inter-island deliveries. This need is the strength of Lion Parcel because Lion Parcel can send goods packages between islands in just 1 day. Although in terms of price, the Lion Parcel has disadvantages due to its relatively expensive costs (Fachreza et al., 2019).

Table.1 Online Marketing of Delivery Services

No	Delivery Service	Online Shop			
		Shopee	Bukalapak	Lazada	Tokopedia

1	Lion Parcel		☐		
2	J&T Express	☐	☐		☐
3	JNE Express	☐	☐	☐	☐
4	Ninja Xpress		☐	☐	☐

This has an impact on the number of Lion Parcel service users every day which does not really provide maximum results. We can see from the table below the list of Lion Parcel users in the last 1 year.

Table 2. Sales Data

NO	Month	Year	Amount
1	July	2018	93
2	August	2018	87
3	September	2018	69
4	Oktober	2018	59
5	November	2018	82
6	December	2018	98
7	January	2019	91
8	February	2019	75
9	March	2019	85
10	April	2019	83
11	May	2019	82
12	June	2019	57

With the problems that the researcher has described in the background, the researcher is interested in examining the digital strategies used by PT. Lion Parcel, what are consumer purchasing decisions about PT goods expedition services. Lion Parcel, and wanted to know whether digital marketing had an influence on purchasing decisions for PT's goods expedition services. Lion Parcel. The previous research that is relevant to the research that will be carried out by the researcher is as follows:

Table 3. Previous Research

No	Researcher's Name	Research Title	Research Variable	Research Result
1.	Gita Oktapiana	The influence of	Variabel X	The magnitude of the

	Murtafiah (2018)	digital marketing on purchasing decisions on online buying and selling sites (case study on the e-commerce website berrybenka)	Digital Marketing Variable Y purchasing decisions	influence of digital marketing on purchasing decisions on the online buying and selling site Berrybenka is 0.609. This means that purchasing decisions are influenced by digital marketing strategies by 60.9%, while the remaining 39.1% are influenced by other factors not included in this research.
<p>Difference: Research conducted by Gita Oktapiana Murtafiah is digital marketing as a variable (X) and purchasing decisions as a variable (Y) in the research discussing the influence of digital marketing on purchasing decisions with different products, namely: products in the form of goods such as clothing and accessories. Of the products that the author researched, namely: Products in the form of goods expedition services carried out at PT. Lion Parcel.</p>				
2.	Ridwan Zanjabila (2017)	analysis of the influence of social media marketing on purchasing decisions in Bandung Techno Park (study of Bandung Techno Park customers)	Variable X Digital marketing Variable Y purchasing decisions	the influence of social media marketing on purchasing decisions is 24.9% and the remaining 75.1% is influenced by other factors such as available facilities, price and environment which are not examined in this research.
<p>Difference: Research conducted by Ridwan Zanjabila is digital marketing as a variable (X) and purchasing decisions as a variable (Y) in the research discussing the influence of digital marketing on purchasing decisions with different indicators: Building relationships, brand building, publicity, promotion. From the indicators that the author studied, namely: know your business, know you're competitive, know how you're doing at PT. Lion Parcel.</p>				
3.	Aisyyah Nur Afifah (2018)	Application of digital	Variable X Digital	respondents using the Internet

		marketing and its influence on the success of micro, small and medium enterprises in the creative sector in Indonesia and Malaysia	marketing Variable Y increased sales	increase d significantly, the use of social media in marketing products was 90.1%, promotion and marketing of their products and services increased 78.2%.
Difference: Research conducted by Aisyyah Nur Afifah is digital marketing as a variable (X) and increasing sales as a variable (Y) in the research discussing the influence of digital marketing on increasing sales with different variables (Y). : Increase in sales as a variable (Y). Of the variables that the author examined, namely: Purchasing decisions as a variable (Y) made at PT. Lion Parcel.				
4.	Ganes Wahyutyasto (2018)	The influence of mobile marketing on consumer purchasing interest in a study at a California fried chicken store	Variable X Mobile marketing Variable Y consumer buying interest	Data analysis techniques using simple regression analysis and descriptive analysis. The results of the research show that mobile marketing has an influence on consumers' buying
				interest in the Telkom University California Fried Chicken Store. Based on the results of calculating the coefficient of determination (R ²), it can be seen that the magnitude of the influence of mobile marketing (X) on purchasing interest (Y) is 54.7%. Meanwhile, the remaining 45.3% was influenced by other

				factors not examined in this research, such as product image and consumer attitudes
<p>Research conducted by Ganes Wahyutyasto is that the terms in each variable are mobile marketing (X) and consumer buying interest (Y), which actually means the same as the variable in the researcher's title, namely, digital marketing (X) and Purchase decision (Y).</p>				
5.	Widya Cicilia Ompusunggu (2018)	The influence of product, distribution and digital marketing on interest in buying Korean pop music albums	Variable X product, distribution Digital marketing Variable Y consumer buying interest	Data analysis technique using multiple regression analysis. The research results show that product, distribution, digital marketing influence consumers' buying interest in Korean music albums. Based on the results of calculating the coefficient of determination (R ²), it can be seen that the influence of product, distribution, digital marketing (X) on purchasing interest (Y) is 26%. Meanwhile, the remaining 75% is influenced by other factors not examined in this research.
<p>Difference: The research conducted by Widya Cicilia Ompusunggu is product, distribution, digital marketing (X) and consumer buying interest (Y) in this research using multiple linear regression analysis which is different from the research conducted by researchers This uses simple linear regression analysis</p>				

8.	Rani Rifani Arifuddin (2018)	The influence of personal selling and digital marketing on purchasing decisions for PT insurance policies. qbe general insurance indonesia makassar branch	Variable X personal selling and digital marketing Variable Y purchasing decisions	The research results show that personal selling and digital marketing partially have a positive influence on purchasing decisions. This is proven by the results of a coefficient of determination of 87.7% and 12.2% explained by other variables outside this research.
Difference: Research conducted by Rani Rifani Arifuddin is personal selling and digital marketing (X) purchasing decisions (Y) using 3 different variables from research conducted by researchers only using 2 variables, namely digital marketing (X) purchase decision (Y).				
9.	Waluyo Jati (2017)	The influence of online marketing strategy on consumer buying interest at the Azzam Store	Variable X of online marketing Variable Y of purchasing decisions	Research results show that online marketing strategies with Consumer buying interest in synthetic leather jackets at the online shop Azam Store is related very

		Online Shop		strong relationship. The coefficient of determination for online marketing strategies is 91.4%, while the remaining 8.6% is influenced by other factors.
Difference: Research conducted by Waluyo Jati is that online marketing (X) purchasing decisions (Y) have very large coefficient of determination results, amounting to 91.4, different from the coefficient of determination results carried out by researchers of 45%,				
10.	Umami Fitria K.F (2017)	The influence of online marketing and e-service quality on purchasing decisions for Koko Nizar clothes in Bangil	Variable X online marketing and e-service quality Variable Y purchasing decisions	the questionnaire is declared valid, with the highest calculated r value being questionnaire number 9, namely 0.766 and the lowest calculated r value being questionnaire number 8, namely 0.276. The instrument reliability test is said to be reliable if the alpha value of the instrument is greater than 0.6.
Difference: The research conducted by Umami Fitria K.F was online marketing and e-sevice quality (X) purchasing decisions (Y) in this research using multiple linear regression analysis, which is different from the research conducted by this researcher using simple linear regression analysis.				

RESEARCH METHODOLOGY

This research method uses quantitative research, the population in this research is PT Lion parcel consumers whose number is unknown, so the sample determination uses the Rescoe method, as many as 44 respondents. The sampling technique in this research is using non-probability sampling, with research instruments using a Likert scale, data collection techniques using questionnaires and literature studies, with data analysis techniques using regression analysis methods, validity tests, reliability tests, quantitative data frequency distribution simple linear regression analysis, correlation coefficient, coefficient of determination, and T Test.

RESULT

Based on the questionnaire that respondents have filled out, the instrument testing by researchers is as follows:

Validity test of the 27 statements that the researcher made in the questionnaire on the Digital Marketing variable (Variable X), there were 27 valid

statements. Because the calculated r value of the questionnaire is greater than the table r value, the questionnaire is declared valid, with the highest calculated r value being questionnaire number 14, namely 0.600 and the lowest calculated r value being questionnaires number 1 and 21, namely 0.284. As for the Purchase Decision variable (Y), the calculated r value from the questionnaire is greater than the table r value so that the questionnaire is declared valid, with the highest calculated r value being questionnaire number 9, namely 0.766 and the lowest calculated r value being questionnaire number 8, namely 0.276.

The instrument reliability test is said to be reliable if the alpha value of the instrument is greater than 0.6..

Tabel 4. Reliability Statistics Digital Marketing

Cronbach's Alpha	N of Items
.750	27

Based on the table above, the reliability value of the variable X questionnaire is 0.750. So, the questionnaire from the Digital marketing variable is declared reliable. The variable Y is as follows:

Table 5. Reliability Statistics on Purchasing Decisions

Cronbach's Alpha	N of Items
.813	27

Based on the table above, the reliability value of the variable Y questionnaire is 0.813. So, the questionnaire for the purchasing decision variable is declared reliable.

The Normality Test is said to have a normal regression model if the significance (sig.) is greater than 0.05 ($P > 0.05$).

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		44
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.18877421

	Absolute	.133
Most Extreme Differences	Positive	.082
	Negative	-.133
Kolmogorov-Smirnov Z		.879
Asymp. Sig. (2-tailed)		.422

- a. Test distribution is Normal.
- b. Calculated from data.

Based on the table above, it can be concluded that if the significant value of the data or sample distribution is 0.422, it means that the significance (sig.) is greater than 0.05. So, the distribution of the data or sample is declared to be normally distributed.

Linearity test, the significance value is greater than 0.05 ($P > 0.05$), so there is a significant linear relationship.

Table 7. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			2088.476	20	104.424	2.656	.013
keputusan pembelian * digital marketing	Between Groups	Linearity	1345.969	1	1345.969	34.228	.000
		Deviation from Linearity	742.506	19	39.079	.994	.500
	Within Groups		904.433	23	39.323		
Total			2992.909	43			

Based on the table above it can be concluded that the Sig. Deviation from Linearity is 0.500, meaning significance is greater than 0.05. So, it can be stated that there is a significant linear relationship between digital marketing variables and purchasing decisions.

Homogeneity test, the significance value (sig.) is greater than 0.05 ($P > 0.05$) so it has homogeneous variation.

Tabel 8. Homogeneity Test Test of Homogeneity of Variances

Buying decision

Levene Statistic	df1	df2	Sig.
2.696	11	23	.022

Based on the table above, it can be concluded that if the significant value is 0.022, it means that it is significantly smaller than 0.05. So, it can be stated that testing purchasing decision variables based on digital marketing has non-homogeneous variations.

Frequency Distribution Analysis, is the classification of data according to interval groups or classes.

Tabel 9. Interval Class Variabel Digital Marketing (X)

Class	Interval Class (0.15)	Information
Class I	3,15 – 3,30	Very Bad
Class II	3,31 – 3,47	Bad
Class III	3,48 – 3,63	Pretty Good
Class IV	3,64 – 3,80	Good
Class V	3,81 – 3,96	Very Well
Class VI	3,97 – 4,12	Very Good

Table 10. Purchasing Decision Variable Class Interval (Y)

Class	Interval Class (0.22)	Information
Class I	2,67 – 2,89	Very Bad
Class II	2,90 – 3,12	Bad
Class III	3,13 – 3,35	Pretty Good
Class IV	3,36 – 3,58	Good
Class V	3,59 – 3,81	Very Well
Kelas VI	3,82 – 4,04	Very Good

Regression Analysis is a statistical method used to find out how much influence the application of variable X has on Variable Y

Table 11. Simple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	10.455	14.554		.718	.477

Digital Marketing	.859	.147	.671	5.859	.000
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a. Dependent Variable: Keputusan Pembelian

Based on the table above, it can be concluded that if there is no digital marketing or ($X = 0$), then the purchasing decision is worth 10,455 units. If there is an increase of 1 unit in the digital marketing variable ($X=1$), it will influence purchasing decisions (Y) by 0.859 units.

Correlation Coefficient Analysis is a statistical method used to determine the level of relationship between Digital Marketing and purchasing decisions at PT. Lion parcel

Table 12. Simple Linear Regression

Correlations

		Digital Marketing	Buying Decision
Digital Marketing	Pearson Correlation	1	.671**
	Sig. (2-tailed)		.000
	N	44	44
Keputusan Pembelian	Pearson Correlation	.671**	1
	Sig. (2-tailed)	.000	
	N	44	44

Based on the table above, it can be concluded that the results obtained for the correlation coefficient of Digital marketing (X) are $r = 0.671$ in the ring $0.60 - 0.799$, meaning it has a strong influence on purchasing decisions (Y) at PT . Lion Parcel.

Coefficient of Determination Analysis is a statistical method used to find out how much influence digital marketing contributes to purchasing decisions at PT. Lion Parcel.

Table 13. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671 a	.45 0	.437	6.26 2

a. Predictors: (Constant), digital marketing

Based on the table above, it can be concluded that the contribution of digital marketing to purchasing decisions at PT. Lion Parcel is 45%, and the remaining 55% is influenced by other factors not examined in this research. Such as offline or conventional marketing factors, promotions, service factors, product factors, price factors and others (Rahmat, 2019).

The T test is used to partially determine the significance of digital marketing variables on purchasing decisions at PT. Lion Parcel.

Table 14. The Test T

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

(Constant)	10.455	14.554		.718	.477
Digital Marketing	.859	.147	.671	5.859	.000

a. Dependent Variable: Purchase Decision

Based on the table above, it can be concluded that the value of t calculated (5.86) > is greater than t table (1.682), so Ho is rejected and Ha is accepted. Thus, these results explain that there is a significant influence between digital marketing on purchasing decisions for goods expedition services at PT. Lion Parcel.

CONCLUSION

Based on the discussion that the researcher has conveyed, the conclusion that can be conveyed is, the relationship between Digital Marketing and Purchasing Decisions is positive and the relationship between the two variables is in the same direction, if Digital Marketing is of high value then the value of Purchasing Decisions is also high and vice versa.

The Influence of Digital Marketing on Purchasing Decisions at PT. Lion Parcel is 45% while the remaining 55% is influenced by other actors not discussed in this research. These other factors include offline/conventional marketing, promotions, service factors, product factors, price factors and others. The calculated t value > t table is 5.86 > 1.682, meaning that there is a significant influence between Digital Marketing and Purchasing Decisions.

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