



Analysis of experiential marketing, trust, convenience and digital marketing on purchasing decisions on the Shopee application

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ABSTRACT

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The large number of internet users, especially in Indonesia, provides a great opportunity for business people to create online shopping. This research aims to determine the influence of experiential marketing, trust, convenience, and digital marketing on purchasing decisions on the Shopee application. The population in this study are customers who use Shopee at Labuhanbatu University. The data source used is primary data. Data collection was carried out through distributing questionnaires with a sample size of 150 respondents. The analysis technique used in this research is multiple linear regression analysis technique using the SmartPLS tool. The research results show that experiential marketing, trust, convenience, and digital marketing simultaneously and partially have a significant influence on the purchasing decisions of Shopee users in Labuhanbatu. From this research, the most dominant variable is convenience at 0.495 or 49.5%. The R² test results prove that the model is able to explain the dependent variable studied, namely the purchasing decision variable of 0.746 or 74.6%.

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1. INTRODUCTION

The current digital era makes all activities fast, easy and instant. Almost everyone spends time using a smartphone or laptop to carry out their activities without having to leave the house (Zis et al., 2021). In fact, everything we need can be obtained via smartphone. The digital era has also had a very strong and rapid influence on economic and business activities. The existence of e-commerce in Indonesia proves that the buying and selling process has now moved online, although some of it is still done traditionally (Irawati & Prasetyo, 2021). Buying and selling activities have shifted online, making it easy, fast and instant for everyone to obtain their needs and desires just from home and very effectively (Hendayana & Solichati, 2021).

The presence of various marketplaces can make it easier for consumers to freely find goods that suit their wishes. Consumers' freedom in choosing the goods they want creates

a special experience for consumers which can also be called experience marketing. Experience marketing is how to create unforgettable memories or experiences in the minds of consumers that can encourage consumers' desire to buy and increase the added value of a product or service.(Ardianto et al., 2021). While consumers usually shop by going to shopping centers, now with marketplaces consumers can shop via their smartphones. The experiential marketing concept views consumers not only as buyers who want to fulfill their needs and gain profits from them. But also as a rational and wise human being who wants to try different things and experience different things(Widyaratna et al., 2023).

A very important factor in influencing online purchases is trust. Trust is a key factor in every online buying and selling transaction.(Rosdiana et al., 2019)also said that Trust is the main foundation of a business. A business transaction between two or more parties will occur if each of them trusts each other. Consumer trust means all the knowledge possessed by the consumer and all the conclusions made by the consumer regarding the object, its attributes and benefits(Caniago & Sudarmi, 2021).

Apart from consumer trust, another thing that can attract consumers' attention to make purchasing transactions is convenience. If a user or someone thinks an information system is easy to use then they will use the information system, conversely if an information system is considered difficult to use they will not use the information system. This perception of ease of use will have an impact on behavior, namely the higher a person's perception of the ease of using the system, the higher the level of information technology utilization(Masarianti & Darwini, 2019). Research conducted by(Lailiya, 2020)which states that trust has a significant effect on purchasing decisions. Meanwhile, research conducted by stated that trust does not have a significant effect on purchasing decisions(Aulia, 2023).

The role of digital marketing also greatly influences purchasing decisions. Because digital marketing will make it easier for consumers to make online transactions. Digital marketing is one of the marketing media that is currently in great demand by the public to support various activities(Gumilang, 2019). Little by little, we are starting to leave the conventional/traditional marketing model and move to modern marketing, namely digital marketing. The existence of digital marketing allows companies to more quickly inform consumers about their products because digital marketing is the application of the internet and digital technologies related to traditional communication methods to achieve marketing goals.(Saputra et al., 2023). The existence of digital marketing makes it easier for business people to monitor and provide everything that consumers need, consumers can even search for and get information about products simply by accessing the internet, thus making the product search process easier.

According to(Kharolina & Transistari, 2022)Experiential marketing is the process of identifying and satisfying consumer needs and aspirations profitably, involving consumers through two-way communication that can bring the brand personality to life to add value to target consumers. According to(Kadafi & Novita, 2021)Experiential marketing does not just offer features and benefits from a product to consumers, but must also be able to provide a good experience which will then become the basis for generating customer loyalty. According to(Trilaksono & Prabowo, 2023)Experiential marketing is a marketing concept that aims to create loyal consumers by touching their emotions and providing a positive feeling towards products and services. According to(Febrini et al., 2019)Experiential Marketing is an effort used by marketers to package products so that they can offer an emotional experience that can touch the hearts and feelings of consumers. Experiential marketing indicators according to(Roisah et al., 2020)suggests there are five, namely marketers must be able to create sense, feel, think, act and relate.

Trust(Sari, 2022)Defining the Definition of Trust is the seller's hope of carrying out certain behavior that is beyond the consumer's control. Trust is a very important factor in a business and establishing cooperative relationships over a long period of time. According to(AHNA, 2020)Trust is a product and brand image. A person acting on beliefs if some of these beliefs are wrong and hinders buyers, then the manufacturer will voice an opinion to

refute these beliefs. According to (Utami, 2020) Trust is another assessment of a person's relationship with other people who will carry out certain transactions in accordance with expectations in an environment full of uncertainty. (Mulyati & Gesitera, 2020) states that consumer trust is all the knowledge that consumers have and all the conclusions that consumers make about objects, attributes and their benefits.

2. RESEARCH METHOD

This research was conducted using a quantitative research approach (Waruwu, 2023). In this research, the sampling technique used in this research is non-probability sampling, with a purposive sampling method because the population is not known with certainty. (Samosir & Saragi, 2023). The objects that will be used as respondents in this research are students of the Faculty of Economics and Business, Labuhanbatu University who use the Shopee application. In this research, data was collected by distributing questionnaires conducted online via social media to respondents. In this research, a literature study is used, a method of collecting information and data from various sources that is in line with this research (Ridwan et al., 2021). And the necessary information can be obtained from books, articles, journals and other sources. The research method used in this research is the survey research method (descriptive survey) or descriptive method and verification method. In this research, a Likert scale instrument was used. In this research there are 5 (five) variables that will be tested where the independent variables in this research are Experiential marketing as X1, Trust as X2, Convenience as X3 and digital marketing as X4 and online customer reviews as X2, while for the dependent variable in this research is the purchasing decision variable (Y).

3. RESULTS AND DISCUSSIONS

Results

Convergent Validity

An indicator can be declared valid if it has a loading factor above 0.5 on the targeted construct. An indicator is declared valid if it has a loading factor above 0.5 on the targeted construct (Aziz et al., 2021). Validity testing for reflective indicators uses the correlation between item scores and construct scores. It can be seen and known from the picture above that the loading factor provides a value above the recommended value, namely > 0.5 . The smallest value is 0.635. So the indicators used in this research are valid and have met convergent validity.

Composite Reliability

Composite reliability is used to test the reliability value of variable indicators. The composite reliability result value can be said to be reliable if it shows a value of > 0.7 . The reliability test can be strengthened with Cronbach's Alpha, where the variable value must show a result of > 0.7 .

Table 1. Cronbach's Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
Experiential marketing	0.766	0.798
Trust	0.874	0.877
Convenience	0.883	0.890
Digital marketing	0.744	0.702
Buying decision	0.826	0.845

In the table above, you can see that the composite reliability values for all research variables show values above > 0.7 . So it can be concluded that all research variables can

be said to be reliable. The reliability test is also strengthened by the Cronbach's Alpha value, where the research variable must show a value of > 0.7 . And it can be seen in the research table above that the Cronbach's Alpha value for each variable has a value > 0.7 . The Cronbach's Alpha value for variable X1 experiential marketing has a value of 0.779, variable X2 trust has a value of 0.800, variable X3 convenience has a value of 0.813, variable So it can be concluded that the value of each variable has met Cronbach's Alpha.

R-square

R-square is a goodness of fit model test, which is the test used for the dependent variable or dependent variable (Kinasih & Rukmana, 2021). The higher the R-square value, the better the value of the proposed model. The criteria for the R-square value are, an R-square value of 0.75 means a strong model, a value of 0.50 means a moderate model and a value of 0.25 means a weak model. The adjusted R-square value above can be concluded from several R-square value criteria, that it has a "strong" value category. Results can be presented in figures, graphs, tables and others that make the reader understand easily. The discussion can be made in several sub-chapters.

Table 2. R-Square

	R Square	R Square Adjusted
Buying decision	0.746	0.721

In the research it can be seen that all the variables involved in the model are able to explain the dependent variable studied, namely the purchasing decision variable of 0.746 or 74.6%.

F-square test

The F square test is a test used to see how big the influence is between variables. The F square test has several categories, namely, an f square value of 0.02 is interpreted as a small influence, an f square value of 0.15 is interpreted as a medium influence and an f square value of 0.35 has a large influence.

Table 3. F-Square Test

Buying decision	
Experiential marketing	0.145
Trust	0.113
Convenience	0.210
Digital marketing	0.079

In this research, it can be seen that the F square value has a value for the experiential marketing variable that has a medium influence on purchasing decisions, namely 0.145. The trust variable has a large influence on buying interest of 0.113. And the convenience variable has a moderate influence on buying interest, namely 0.210. Meanwhile, the influence of digital marketing on purchasing decisions is 0.079.

Path Coefficients

The path coefficients test is a hypothesis test which in research is seen from the t-statistic value and p-value. The hypothesis is accepted if the research has a p-value < 0.05 .

Table 4. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Experiential Marketing -> Purchasing Decisions	0.201	0.168	0.119	1,983	0.02
Trust -> Purchase Decision	0.195	0.119	0.151	1,998	0.01
Convenience -> Purchase Decision	0.495	0.431	0.21	2,351	0.00

Digital Marketing -> Purchase Decisions	0.402	0.455	0.221	2,821	0.00
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Variable X1, namely the influence of experiential marketing on purchasing decisions, has an original sample value of 0.201, which means that the relationship between variables has a positive or directional value. The T-statistics value on the influence of experiential marketing on purchasing decisions has a value of $1.983 > 1.96$ and also the P-Value value has a value of $0.02 < 0.05$, which can be concluded that variable X1, namely experiential marketing, has a positive and significant effect on buying decision.

The variable X2, namely the influence of trust on purchasing decisions, has an original sample value of 0.195, which means that the relationship between the variables has a positive and directional value. The T-statistics value on the influence of trust on purchasing decisions has a value of $1.998 > 1.96$ and also the P-Value value has a value of $0.01 < 0.05$, which can be concluded that variable X2, namely trust, has a significant effect on purchasing decisions.

In variable X3, namely the influence of convenience on purchasing decisions, it has an original sample value of 0.495, which means that the relationship between variables has a positive or directional value. The T-statistics value on the influence of convenience on purchasing decisions has a value of $2.351 > 1.96$ and also the P-Value value has a value of $0.00 < 0.05$, which can be concluded that variable X3, namely convenience, has a positive and significant effect on purchasing decisions. .

Variable X4, namely the influence of digital marketing on purchasing decisions, has an original sample value of 0.402, which means that the relationship between the variables has a positive and directional value. The T-statistics value on the influence of digital marketing on purchasing decisions has a value of $2.821 > 1.96$ and also the P-Value value has a value of $0.00 < 0.05$, which can be concluded that variable X4, namely digital marketing, has a significant influence on decisions. purchase.

Discussions

From the research results it has been obtained that experiential marketing has a positive and significant effect on purchasing decisions. It can be concluded that good experiential marketing can increase purchasing decisions on the Shopee application. So these results show that experiential marketing has a positive and significant influence on purchasing decisions. So the better or higher the consumer's experiential marketing towards the Shopee marketplace, the higher the possibility of making a purchase. From the results of this research, it has been obtained that trust has a significant effect on purchasing decisions. It can be concluded that good trust can influence purchasing decisions on the Shopee application. Because trust is a factor that needs to be considered to improve purchasing decisions in a business venture. So these results show that consumer trust has a positive and significant influence on purchasing decisions. So the better or higher the consumer's trust in the Shopee marketplace, the higher the possibility of making a purchase.

From the results of this research, it has been obtained that convenience has a positive and significant effect on purchasing decisions. It can be concluded that good convenience can increase purchasing decisions on the Shopee application. So the easier it is for consumers to use the Shopee application, the better or the higher the consumer's desire to make a purchase decision on Shopee. From the results of this research, it has been obtained that digital marketing has a positive and significant effect on purchasing decisions. It can be concluded that good digital marketing can improve purchasing decisions on the Shopee application. So these results show that digital marketing has a

positive and significant influence on purchasing decisions. So the better the consumer's digital marketing on the Shopee marketplace, the higher the possibility of making a purchase.

4. CONCLUSION

Based on the findings of this research, it shows that experiential marketing has a significant influence on purchasing decisions on the Shopee application. Trust also has a significant impact on purchasing decisions on the Shopee application, and convenience has a large impact on purchasing decisions on the Shopee application. Digital marketing also has a significant influence on purchasing decisions on the Shopee application. Overall, experiential marketing, trust, convenience and digital marketing have a significant influence on purchasing decisions on the Shopee application. Based on the conclusions and results of the discussion in this research, each variable has a partial or simultaneous influence on purchasing decisions on the Shopee application.

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