

## E-MARKETING STRATEGY ON THE DECISION TO PURCHASE PRODUCTS RIP CURL SURF SCHOOL OF BALI

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### Abstract

The Internet is very helpful in interacting, communicating, and even conveying information that wants to convey to people from all over the world cheaply, quickly and easily. E-Marketing is the use of communication networks and computers to conduct business processes. The popular view of E-Commerce is the use of the internet and a computer with a web browser to buy and sell products. This is what causes the importance of using E-Marketing to increase sales through consumer purchases. This study aims to analyze the influence of E-Marketing strategy on the decision to purchase Rip Curl School of Surf products in Bali in 2017, viewed from the aspect of confidence (trust), Ease (ease of use), quality of information (information quality), and price (price). The research data was obtained from the method of presenting the data from the respondents to the questionnaire amounted to 84 people. Statistical analysis used in this study is multiple regression analysis using SPSS 16.00 for windows. The findings of this study show that trust, ease of use, information quality, and price variables simultaneously have significant effect on purchasing decision of Rip Curl School of Surf Bali product in 2017.

### keywords:

E-Marketing, *Trust, Ease of Use, Information Quality, Price, Booking Online Surf School*

### 1. INTRODUCTION

Nowadays Information Technology has developed rapidly enough so that it can give society ease in getting various kind of information according to what they want, and they can also disseminate the information they want to convey to people who need that information, whenever and wherever they are with the help of the internet. In a survey conducted by the Internet World Stats (Usage and Population Statistics). Internet users

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in the world has reached 3,885,567,619 internet users. This indicates an increase of 9.4 percent compared to the number of Internet users in the world in 2014 ago.

The rapid development of internet has a significant influence in all aspects of community life. Internet is very helpful in interacting, communicating, even convey information that you want to convey to people from all over the world with cheap, fast and easy. The increasingly fierce market competition will indirectly affect the business of a company in maintaining its market share. One strategy that can be done is to utilize the media company through internet marketing. Kertajaya (2013) argues that entrepreneurs who do not promote their products via the internet will be losers and displaced because he thinks to communicate marketing via the internet is very effective.

In marketing activities through online media allows marketers to implement interactive marketing strategies where consumers no longer act as passive participants who only accept advertising before making a purchase, but also participate proactive and interactive in marketing activities. There are many factors that cause consumers to be proactive and interactive in making online purchases on the internet site, which are low cost, quality product type, trust, facility, transaction convenience, up to several other factors.

One of the internet functions that became the focus of this research is its ability to conduct marketing activities both product and brand image online. E-Marketing is the use of communication networks and computers to conduct business processes. A popular view of E-Commerce is the use of the Internet and computers with web browsers to buy and sell products (Mcleod and George Schell, 2008: 59). This is what causes the importance of using E-Marketing to increase sales through consumer purchases.

According to Kotler and Keller (2008, p234-p235), purchasing decisions made by consumers consist of several stages, namely problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior. In addition, internet purchasing decisions are also influenced by factors such as trust, ease of use, information quality, and price.

This study aims to analyze the influence of E-Marketing strategy on the decision to purchase Rip Curl School of Surf products in Bali in 2017, viewed from the aspect of confidence (trust), Ease (ease of use), quality of information (information quality), and price (price).

## 2. LITERATURE REVIEW

### a. E-marketing

According to Armstrong and Kottler (2012: 74), e-marketing is the marketing side of e-commerce, comprising the work of companies to communicate something, promote, and sell goods and services over the internet. In general e-marketing can be interpreted as the use of data and electronic applications for the planning and execution of concepts,

distribution, promotion and pricing to create exchanges that satisfy individual and organizational goals.

**b. Trust**

Trust in the context of online trading is the willingness of the consumer to rely on others and vulnerable to the actions of others during the online transaction process, in the hope that others will practice acceptable and will be able to deliver the products and services promised (McKnight 2007 in Zendehtdel et al., 2011: 1126). The indicators of Trust variable in this study (Ryan, 2008) are : trust the brand, trust of information and security, trust in the company.

**c. Ease of use**

Easy of use is defined as the extent to which a person believes that using a technology will be free from effort. Ease of use will affect the behavior, namely the higher one's perception about the ease of using the system, the higher the level of utilization of information technology. The indicators ease of use are: ease of getting information, ease of use of the system, ease of interaction and transaction.

**d. Information Quality**

According to Park and Kim (2000) in Loo (2011) the quality of information is defined as the customer's perception of the quality of information about the product or service provided by a website. The information should be useful and relevant in predicting the quality and usefulness of the product or service. The indicators ease of information quality are: up date information, Interpreted information that can be used as a decision-making process, The information presented is useful and relevant.

**e. Price**

According to Kotler and Keller (2009), marketers recognize that consumers often process pricing information actively, translating prices based on their knowledge from previous purchasing experiences, formal communication (advertising, sales calls, and brochures), informal communication (friends, colleagues, family), point of purchase or online resource, or other factors.

**f. Buying Decision**

Peter-Olson (1996; 6) in The American Marketing Association on Mulyadi (2012: 195) [12], asserted that consumer decision making is a process of interaction between affective attitude, cognitive attitude, behavioral attitude to environmental factors with which humans exchange all aspects of his life. Consumer buying decision is a process of selecting one of several alternative problem solving with real follow-up.

3. Hypothesis

- a. The buyer's belief in the online vendor related to how the seller with his expertise can convince the buyer to ensure security while making a payment transaction assure the transaction will be processed immediately. According to Adityo and Khasanah (2010) when buyers shop online, the main thing that a buyer considers to is whether they believe in a website that provides goods / services online. The more

popular the company's online website then the buyer's trust level to the online website is higher. The buyer will be more confident and believe in the reliability of the website.

H1 : There is a positive influence of trust in the e-marketing strategy of the Rip Curl School of Surf product purchase decision.

- b. The ease of using and operating the Internet technology for ordering and online shopping causes consumers to decide on online purchases. Based on the results of research conducted by Pudjihardjo and Wijaya (2012) demonstrate the ease of use variable provide a positive and significant influence on purchasing decisions.

H2 : There is a positive influence ease of use variable in the e-marketing strategy of the Rip Curl School of Surf product purchase decision.

- c. Information quality determines the occurrence of purchasing decisions on products or goods. According to Park and Kim (2005) in Loo (2011), the quality of information is defined as the customer's perception of the information quality about the product or service provided by a website. Based on the results of research conducted by Adityo and Vault (2015) about the variable quality of the information to prove that the positive and significant effect on purchasing decisions on line on the website Kaskus.

H3 : There is a positive influence of information quality variable in the e-marketing strategy of the Rip Curl School of Surf product purchase decision.

- d. According to Kotler and Keller (2009), marketers recognize that consumers often process pricing information actively, translating prices based on their knowledge from previous purchasing experiences, formal communication (advertising, sales calls, and brochures), informal communication (friends, colleagues, family), point of purchase or online resource, or other factors. The results of Naomi's research (2015) showed that the price of positive and significant influence on purchasing decisions.

H4 : There is a positive influence of price in the e-marketing strategy of the Rip Curl School of Surf product purchase decision.

- e. H5 : there is a positive influence between trust, ease of use, information quality, and price in the e-marketing strategy of the Rip Curl School of Surf product purchase decision.

#### 4. Research Method

In this study using primary data sources in the form of observations, interviews and questionnaires about respondents influence e-marketing strategy of purchasing decisions Rip Curl School of Surf products. And the reference in the questionnaire is based on research variables namely trust , ease of use, information quality and price. The data analysis used in this study is multiple linear regression using spss program. The population of all customers Rip Curl School of Surf who made online purchases as much

as 509. With calculations using the Slovin formula to determine the sample, obtained the number of samples for the questionnaire in this study that is as many as 84 respondents.

## 5. Result and Discussion

The influence of independent variables such as trust, ease of use, information quality, price and dependent variable of purchasing decision (Y) can be known by multiple linear regression analysis as follows:

**Table 5.1**  
**Multiple Linear Regression Test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,462	,837		-,551	,583
	Kepercayaan	,318	,057	,474	5,586	,000
	Kemudahan	,215	,050	,276	4,323	,000
	Kualitas informasi	,244	,048	,334	5,123	,000
	Harga	,172	,066	,223	2,602	,011

a. Dependent Variable: Keputusan pembelian

### a. The Influence of Trust on Purchase Decision

Sig value of Trust is 0,000 < 0,05 so  $H_0$  is rejected and  $H_a$  accepted. This means that in a state of ease (X2), the information quality (X3) and price (X4) is constant, statistically at the level of 5%, then trust (X1) significantly affect the purchase decisions (Y). Thus the hypothesis is true. The value of the regression coefficient is positive 0.318, it shows that the higher the trust in e-marketing strategy, the higher the purchase decision of the Rip Curl School of Surf product, and the lower the trust in e-marketing strategy, the lower the product purchase decision is Rip Curl School of Surf. These results are in line with the results of research Pudjihardjo and Wijaya (2012) which proves the variable of trust gives a significant effect on purchasing decisions.

### b. The Influence Ease of Use on Purchase Decision

Sig value Ease of Use is 0,000 < 0,05 so  $H_0$  is rejected and  $H_a$  accepted. This means that in a state of Trust (X1), the information quality (X3) and price (X4) is constant, statistically at the level of 5%, then trust (X1) significantly affect the purchase decisions (Y). Thus the hypothesis is true. The value of regression coefficient is positive value 0.215 it shows that the higher ease of use in e-marketing strategy, the higher the decision of purchasing product Rip Curl School of Surf vice versa the lower ease of use in e-marketing strategy, the lower the decision of product purchase Rip Curl School of Surf. A website does not have to be technically only technically but should also be easy to use in order to give a positive impetus to the consumer's

decision to engage in interaction with the company. Ease of use of internet technology to make online purchases can be used by companies to capture the group of customers who give big profits for the company.

c. The Influence of Information Quality on Purchase Decision

Sig value of Information Quality is 0,000 < 0,05 so  $H_0$  is rejected and  $H_a$  accepted. This means that in a state of Trust (X1), Ease of use (X2) and price (X4) is constant, statistically at the level of 5%, then trust (X1) significantly affect the purchase decisions (Y). Thus the hypothesis is true. The value of regression coefficient is positive value 0.244 it shows that the higher the information quality in e-marketing strategy then the higher the purchasing decision of Rip Curl School of Surf product so otherwise the lower the information quality in the e-marketing strategy the lower the decision of product purchase Rip Curl School of Surf. Information search begins when consumers see that these needs can be met by buying and consuming a product or service. Individuals who have greater intensity in using the internet in search of information will have greater intensity in ordering and shopping using the internet.

d. The Influence of Price on Purchase Decision

Sig value of Price is 0,011 < 0,05 so  $H_0$  is rejected and  $H_a$  accepted. This means that in a state of Trust (X1), Ease of use (X2) and Information quality (X3) is constant, statistically at the level of 5%, then trust (X1) significantly affect the purchase decisions (Y). Thus the hypothesis is true. The value of the regression coefficient is positive 0.172, it shows that the higher the price in the e-marketing strategy the higher the purchase decision of the Rip Curl School of Surf product vice versa the lower the price in the e-marketing strategy the lower the product purchase decision Rip Curl School of Surf. The results of this study are relevant to Naomi's research (2015) which shows that prices have a positive and significant effect on purchasing decisions.

Through analysis with SPSS program known F value is :

**Tabel 5.2**  
**F Value**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107,464	4	26,866	54,140	,000 <sup>a</sup>
	Residual	39,202	79	,496		
	Total	146,667	83			

Sumber: Lampiran 6

Table 5.2 shows that Sig value of F is  $0,000 < 0,05$  so  $H_0$  is rejected and  $H_a$  accepted. This means simultaneously Trust (X1), Ease of use (X2) and Information quality (X3) and price (X4) have a significant effect on the purchase decisions (Y). Thus the hypothesis is true.

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