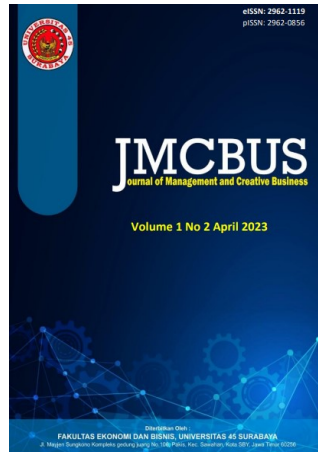




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## Vol. 1 No. 2 (2023): April : Journal of Management and Creative Business



**Journal of Management and Creative Business**, eISSN: [2962-1119](https://doi.org/10.30640/jmcbus.v1i2); pISSN: [2962-0856](https://doi.org/10.30640/jmcbus.v1i2); is a the peer-reviewed journal published scientific articles in management and business economics involving operational management, management of human resources, finance management, marketing management, social and economic management managed. Articles published in the **Journal of Management and Creative Business** include the results of genuine scientific research (top priorities) and new (unpriorities) articles from academic and research that have not been published elsewhere. This journal is published 1 year 4 times (**January, April, July dan Oktober**)

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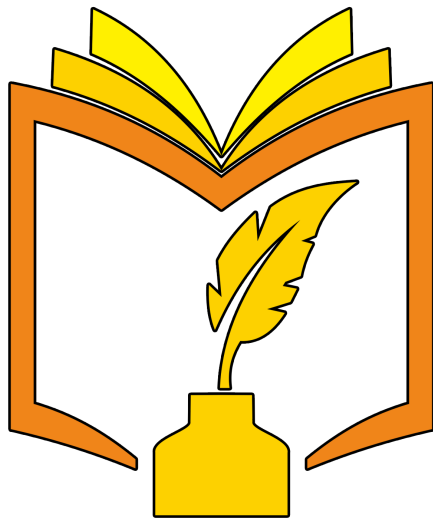
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Articles

## DIGITAL MARKETING TO E-COMMERCE CUSTOMERS

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Institut Ilmu Sosial dan Manajemen STIAM I

**Muhammad Yusuf**

STIA Bandung

**DOI:** <https://doi.org/10.30640/jmcbus.v1i2.944>

**KEYWORDS:** Marketing Digital, Trust, Decision Purchase, Management Connection Customer

### ABSTRACT

*In this study, customer relationship management will be used as a mediating variable to examine the effects of digital marketing and trust on online purchase choices made by e-commerce customers in Bandung City. The participants or demographic in this study are online shoppers in Bandung City. For a structural equation model (SEM) that uses a formula of 9 times the number of indicator variables, which in this case is 138 samples, the requirement for selecting the number of samples is that it must be minimal. 1) Studies show that Bandung City's online purchasing behaviour, customer relationship management, digital marketing, and consumer trust are all satisfactory. 2) Customer relationship management in Bandung City is impacted by digital marketing for e-commerce. Trust is a factor in customer relationship management for e-commerce customers in Bandung City. 4) Online purchases made by Bandung City e-commerce customers are influenced by digital marketing.*

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 PDF

PUBLISHED

2023-04-21

## HOW TO CITE

Nasaruddin Siregar, Sari Endah Nursyamsi, I Nyoman Tri Sutaguna, Geofakta Razali, & Muhammad Yusuf. (2023). DIGITAL MARKETING TO E-COMMERCE CUSTOMERS. *Journal of Management and Creative Business*, 1(2), 182–198. <https://doi.org/10.30640/jmcbus.v1i2.944>

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[Vol. 1 No. 2 \(2023\): April : Journal of Management and Creative Business](#)

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ISSN 2962-0856



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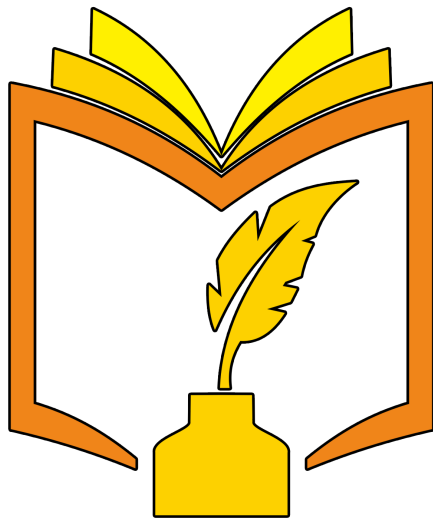


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## DIGITAL MARKETING TO E-COMMERCE CUSTOMERS

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**Abstract.** *In this study, customer relationship management will be used as a mediating variable to examine the effects of digital marketing and trust on online purchase choices made by e-commerce customers in Bandung City. The participants or demographic in this study are online shoppers in Bandung City. For a structural equation model (SEM) that uses a formula of 9 times the number of indicator variables, which in this case is 138 samples, the requirement for selecting the number of samples is that it must be minimal. 1) Studies show that Bandung City's online purchasing behaviour, customer relationship management, digital marketing, and consumer trust are all satisfactory. 2) Customer relationship management in Bandung City is impacted by digital marketing for e-commerce. Trust is a factor in customer relationship management for e-commerce customers in Bandung City. 4) Online purchases made by Bandung City e-commerce customers are influenced by digital marketing.*

**Keywords:** *Marketing Digital, Trust, Decision Purchase, Management Connection Customer*

**Abstrak.** Dalam penelitian ini, customer relationship management akan digunakan sebagai variabel mediasi untuk menguji pengaruh pemasaran digital dan kepercayaan terhadap pilihan pembelian online yang dilakukan oleh pelanggan e-commerce di Kota Bandung. Partisipan atau demografi dalam penelitian ini adalah para pembelanja online di Kota Bandung. Untuk model persamaan struktural (SEM) yang menggunakan rumus 9 kali jumlah variabel indikator, dalam hal ini adalah 138 sampel, syarat pemilihan jumlah sampel adalah minimal. 1) Studi menunjukkan bahwa perilaku pembelian online Kota Bandung, manajemen hubungan pelanggan, pemasaran digital, dan kepercayaan konsumen semuanya memuaskan. 2) Manajemen hubungan pelanggan di Kota Bandung dipengaruhi oleh pemasaran digital untuk e-commerce. Kepercayaan merupakan faktor dalam customer relationship management bagi pelanggan e-commerce di Kota Bandung. 4)

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Received Feruari 21, 2023; Revised Maret 22, 2023; Accepted April 18, 2023

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Pembelian online yang dilakukan pelanggan e-commerce Kota Bandung dipengaruhi oleh digital marketing.

**Kata kunci:** Pemasaran Digital, Kepercayaan, Keputusan Pembelian, Manajemen Koneksi Pelanggan

## **INTRODUCTION**

E-commerce, smartphones, Internet use, and other digital technology all play significant roles in the current economy. People have benefited greatly from its growth. We are able to accomplish our goals throughout the entire world without having to travel far or leave our homes. Growth in e-commerce can impact the entire nation, not just a particular region.

According to research from GlobalWebIndex, Indonesia will have the highest rate of e-commerce adoption worldwide in 2022. Ninety percent of Internet users between the ages of 16 and 64 shop online. Wrong Indonesia has a lot of potential and possesses a lot of power. The fact that there are so many options for e-commerce in Indonesia right now, each with a distinct advantage, encourages more people to shop online.

According to data that was previously provided on the table, Shopee Indonesia has the second-place spot with mark flat-flat visitors who are the most satisfied with service, recommendations, and digital marketing. Shopee Indonesia is one of the most well-known and successful e-commerce platforms in Indonesia.

Since the fourth quarter of 2022 up until this point, Shopee has maintained its top spot among Indonesian e-commerce sites. Shopee, Lazada, Tokopedia, and Zalora are just a few of the commercial e-commerce sites that these platforms must contend with. This business must compete to get customers. Since that, I'm not surprised if the perpetrator's business. Customers receive top-notch service from this competitor. service, trust, and trust in online shopping have led to the formation of a market share. Early survey results showed that customers had a poor opinion of the products offered by e-commerce sites and did not frequently seek out information about them. Digital marketing is a mistaken aspect that influences consumer interest in making an online purchase of goods. Based on performance that was superior over a predetermined length of time, a favourable digital marketing firm will have easy emotional connections with its customers. According to Morgan Hunt (1994), companies that comprehend digital marketing can improve customer relationship management and lower risk during business evaluation. In addition, more

inclined customers connect a company's use of successful digital marketing with dependability, reliability, and trust.

Social media is a mechanism for consumers to exchange text, images, music, and video with one another, with businesses, and in other contexts, according to Keller & Keller (2012). social media is frequently used by the general people to find information about things, wrong digital marketing is one type. Companies can use social media to sell products and inform customers about them quickly and easily. They can also play a part in driving change in product sales. as a result, consumers may be more likely to purchase things online due to the ease they provide. The wrong type of client is one among many who begins to want a product before acting in the best interest of the consumer. Power pull products are those that are influenced by consumer addiction and desire. Customers will finally feel pressured to purchase a product if it appeals to them on an individual basis. According to a preliminary study on digital marketing for company e-commerce, websites are of poor quality and do not provide clear information, which would speed up the purchasing process.

The next factor is trust. Hope that customers would be able to rely on service providers to keep their end of the bargain. In addition, Kim (2017) makes the case that psychological factors play a key role in attitude and behaviour. Hidayati (2014) asserts that trust plays a key role in consumers' decisions to make purchases online. When trust is higher, that is certain to be leveraged to aid customers in making purchasing decisions. Because of this, the likelihood of making a purchase increases with trust. According to the survey's initial findings about trust in perpetrator businesses engaged in online commerce, customers are not satisfied with the services provided by these businesses, and they do not hold them fully accountable for any damaged goods they have received. The following component is management connection customer (CRM). According to Kotler and Keller (2016:15), the most important concept in modern marketing is marketing connection customer (CRM). In a more comprehensive sense, management connection customer (CRM) encompasses the entire process for providing feedback and customer satisfaction, which is superior for developing and maintaining lucrative customer relationships. In essence, creating marketing connections with customers might influence their purchasing decisions. Kim (2017) states that level of experience and consumer connection have an impact on intention to buy again and again. According to the survey's introduction on customer relationships in business e-

commerce, only a small percentage of event attendees receive a discount, and business e-commerce has yet to forge solid bonds with suppliers of goods or sellers.

Based on the aforementioned information, title study "Influence Marketing Digital And Trust To Online Decision Purchase With Management Connection Customer As Variable Mediation on E-Commerce Customers in City Bandung"

Regarding an objective study, this is: 1) To define the situation of digital marketing, customer management connections, and purchase decisions made through e-commerce in the city of Bandung. 2) To evaluate the effects of digital marketing on management connection customers who shop online in Bandung. 3) To test and examine the impact of management connection customers' trust on online shoppers in Bandung. 4) To test and examine the impact of digital marketing on consumer purchasing behaviour in the city of Bandung. 5) To test and examine how customer trust affects purchase decisions in the city of Bandung. 6) To evaluate the impact of Management Connection Customer to Purchase Decision on Customer E-Commerce in the City of Bandung. 7) To test and analyse the impact of mediation Management Connection Customer on the relationship between digital marketing and customer purchase decisions in Bandung. 8) To test and examine the impact of customer mediation management connections on the relationship between trust and decision-making for online shoppers in the city of Bandung.

## **LITERATURE REVIEW AND HYPOTHESIS**

Based on excellent performance over a happy length of time, marketing digital company positive \_ will have an easy personal connection with customers that are positive. Do an examination of the business now to see how effective digital marketing is at managing client connections while lowering risk. Customers also frequently think about conducting business using digital marketing strategies since they effectively have credibility, dependability, incomplete answers, and trust.

According to a study by Hermawan (2018), digital marketing has its own effects that are important to managing client relationships. According to Mollah (2014) report results, digital marketing has a big impact on customer management connections.

showcasing how customer relationship management is influenced by digital marketing Customer E-commerce in Bandung City.

One of the most crucial aspects of marketing is trust.

Connection with customers who are good will result from high levels of customer trust. For a customer to trust a company, that information must be of the highest quality. Information of the highest quality, with the power to persuade and pique people's interest in the products being evaluated, assuring them of its veracity and giving them confidence to base their buying decisions on it. According to Zhao (2020), information that is clear and in-depth and that aids consumers in developing an understanding of more items and brands tends to boost customer trust in businesses. Simple and can play a role in pushing change and product sales.

As a result, people may be more likely to purchase things online due to the ease they provide. One type of customer out of several who begins to want a product before acting appropriately is an interested buyer. Products that have a strong pull due to consumer addiction and desire. Power will ultimately motivate customers to purchase a product that exists only in their minds.

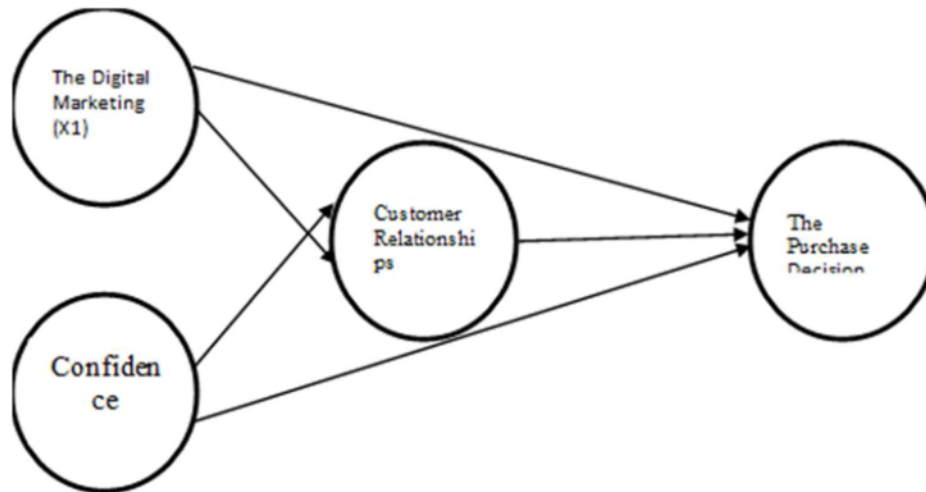
According to research by Hidayati (2018), digital marketing has its own influence that is important to purchase intention. Danty et al. also present the same results for 2020, showing that digital marketing significantly influences consumers' intent to purchase.

Temporary data demonstrating that digital marketing has an impact on customer purchase decisions in the city of Bandung.

According to Sirdemukh (2002), trust is the belief on the part of the customer that the service provider is reliable and will keep their word. Wrong Making decisions about purchases has a huge influence on attitude and behaviour. Kurniawan (2011) asserts that trust plays a significant role in consumers' decisions to make purchases online. When trust is higher, that is certain to be leveraged to aid customers in making purchasing decisions. Because of this, the likelihood of making a purchase increases with trust. Kim's (2018) research indicates that trust has a substantial influence on purchase intention. The same result was also stated by Trinandand and Mutaqin. (2019), when intentions to purchase are significantly influenced by trust. Proving that trust affects consumers' purchasing decisions when they shop online in Bandung.

According to Kotler and Armstrong (2016:15), management connection customers (CRM) are the most significant modern marketing draughts. In its broadest sense, CRM refers to the entire process for rewarding excellent customers and maintaining profitable client relationships. As stated by Bellman et al. (2008:64), level experience customers and relationship with customers

effect intention buy repeat. Choice purchase on fundamentally can created more carry on with plan connection client with executives.



**Picture 2. Model of Research Framework**

According to research by Asriani (2019), customer relationship management has a considerable influence on purchase intention. Similar findings were made public by Kusmadayu (2016), who found that expectations for purchases were influenced by connections between clients and executives.

A short-term demonstration of the management connections between customer purchasing decisions and customer e-commerce in the city of Bandung.

Businesses typically require firm marketing digital so that consumers are interested in something product and make a purchasing decision. If you utilise an e-commerce platform, you can select a company with a good reputation and excellent quality products. Many people worry when they shop online since they don't know who is selling what. According to Gefen et al. (2003), the most crucial factor for a majority of customers when they purchase digital marketing from a vendor is trust.

Temporary evidence suggesting that there is no direct relationship between management connections and customer buying decisions in Bandung's e-commerce market.

Based on aim research, formula problem, and historical backdrop. Therefore, the conceptual framework that may be derived from investigation is as follows:

**Table 1. Store List Online At Indonesian Dan Amount Visitors On Years 2020-2022**

Shop Online Total	2020 (Q 4)	20 21 (Q 1 -Q 4)	2022 (Q 1 -Q 4)
-------------------	------------	------------------	-----------------



Visitors			
Shopee	67,677,900	294,638,600	390,826,700
Open Space	116,000,000	287,159,800	142,913,700
Tokopedia	168,000,000	411,468,800	355,556,000

Source : <http://www.iprice.co.id>.

## METHOD STUDY

Population Used in the Study Customer e-commerce City Bandung is this. As for the sample size in the study, there is 138 samples total, with convenience sampling being the wrong type of non-probability sampling.

### Method Analysis Data

For the purpose of discussing the study, the researcher uses tools to analyse previously acquired data. The Structural Equation Modelling (SEM) approach from the statistics software package AMOS 22.0 was used to analyse the study's data. Researcher's task is to confirm the theory, which is still relevant today. He said, "What theory that applies to something in an organisation also applies to organisations." is a hypothesis that, as stated, applies to something in one country at a specific moment in a different country at a different time. The researcher submits that theory to be evaluated, followed by accurate equipment analysis.

Confirmatory factor analyses (CFAs) are performed prior to testing the hypothesis. Confirmatory factor analysis is used to compare model measurements to identical data.

### Variable Operational

As for the variable that will be utilised in the study, it is as follows:

Exogenous variable or independent variable, which includes:

- a) Digital marketing as an exogenous variable (X1).b) Trust as an exogenous First variable (X2).

Endogenous or dependent variable, specifically:

- a) Variable endogenous is defined as Variable depen, which is Decision Purchase (Z),

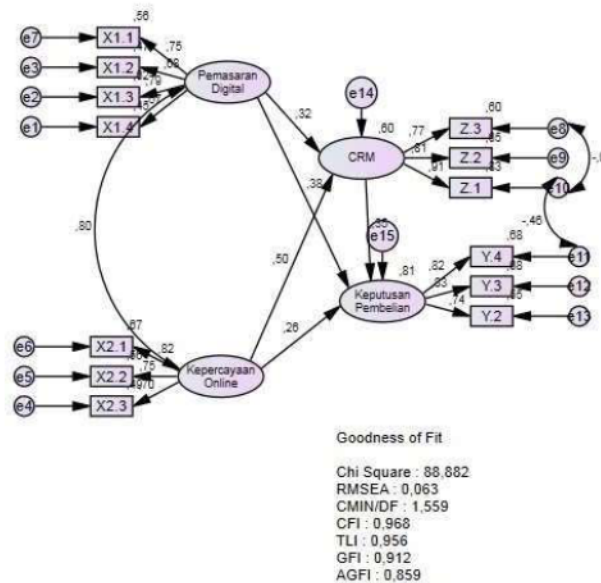
Variable Mediation, which is:

- a) Variables Management Connection Customer (Y) is the first intervention variable.\



**RESULTS AND DISCUSSION**

As for the investigation of the structural equation model (EMS), the latent variable was confirmed with confirmatory factor analysis after the levels of unidimensionality from the indicator-indicator shaper were examined. Results of the analysis were processed using a full model SEM along with tests for appropriateness and statistics. Results of data processing for full model SEMs are shown in Picture 2.



**Picture 2 . Results Structural Testing Equation Model (SEM)**

Based on Picture 2, it can be explained that each variable, including Service and Image and No Direct affect on Loyalty through contentment, has an affect on contentment.

**Testing Hypothesis**

The testing of the previously stated hypothesis will take place once all potential assumptions have been met. Mark critical Ratio (CR) causation relationship The testing of the previously stated hypothesis will take place once all potential assumptions have been met. Make a causal relationship using the crucial Ratio (CR).

Based on excellent performance over a predetermined length of time, a good marketing digital organisation will have simple interpersonal connections with its customers. Momentarily assess your company's digital marketing efforts to see which ones are most effective at boosting customer connections and lowering risk. In addition, customers more frequently identify businesses using

efficient digital marketing with dependability, authenticity, and trust.

**Table 2 . Standardized Regression Weight Structural Equational Model**

		Influence	Estimates	SE	CR	P
Managem ent						
Connectio n	<---	Marketing Digital	0.319	0.109	2,188	0.009
Customer						
Managem ent						
Connectio n	<---	Trust	0.495	0.107	3,238	0.001
Customer						
Decision Purchase	On line <-- --	Marketing Digital	0.378	0.162	2,674	0.007
Decision						
Purchase	<---	Trust	0.257	0.161	1,720	0.085
On line						
		Influence	Estimates	SE	CR	P
Decision Purchase On line	<---	Managem ent Connectio n Customer	0.353	0.108	3,127	0.002

Source : Primary data processed , (2023)

According to a study by Hermawan (2018), digital marketing has its own effects that are important to managing consumer relationships. According to Mollah (2014) report results, digital marketing has a big impact on management connections with customers.

Studies This demonstrates how trust affects management-customer relationships. Relationships Management with customers requires trust in the size of 0.495, or 49.5%. This

demonstrates that Management Connection Customers will trust them more when they are treated well.

One of the most crucial aspects of marketing is trust. Connection with customers who are good will result from high levels of customer trust. For a customer to trust a company, that information must be of the highest quality. Consumer interest in the product under evaluation, trust in the information, and conviction that a satisfying purchase decision can be made based on information presented everything produced by information persuasive which quality high. Zhao (2020) asserts that consumers who are given clear, in-depth knowledge about more items and brands are more likely to have faith in businesses.

Findings by Triyani and Rani (2014) suggest that trust has a substantial impact on customer relationship management. Fauzan and Charisma (2016) also discover the similar issues and claim that trust is important for management connections with customers.

Studies demonstrate how digital marketing influences online buying decisions. Digital marketing affects employee performance by magnitude 0.378, or 37,8%. This demonstrates that the number of online purchases will rise in conjunction with digital level marketing.

Virtual entertainment, as demonstrated by Kotler and Keller (2017), is a way for users to share material such as text, photographs, voice recordings, and videos with one another as well as with organisations and other users. False Social media is a common digital marketing strategy used by people to hunt for information about things. People who work in business can contribute to changes in the way products are sold, particularly in the area of helping businesses sell and market their products quickly and easily using social media.

As a result, people may be more likely to purchase things online due to the ease they provide. One type of customer out of several who begins to want a product before acting appropriately is an interested buyer. Power pull products are those that are influenced by consumer addiction and desire. Customers will finally feel pressured to purchase a product if it appeals to them on an individual basis.

According to research by Hidayati (2018), digital marketing has its own influence that is important to purchase intention. Danty et al. present the same results for 2020, showing that digital marketing significantly influences consumers' intent to purchase.

Studies This discovery shows that trust has little bearing on online buying decisions.

According to Sirdemukh (2002), trust is the belief on the part of the customer that the service provider is reliable and will keep their word. Wrong Making decisions about purchases has a huge influence on attitude and behaviour. Kurniawan (2011) asserts that trust plays a significant role in consumers' decisions to make purchases online. When trust is higher, that is certain to be leveraged to aid customers in making purchasing decisions. Because of this, the likelihood of making a purchase increases with trust.

Results analysis Kim (2018) discovered that trust has a significant impact on rational purchasing. Similar information was revealed by Trinandand a Mutaqin in 2019; here, trust significantly influences the decision to buy.

According to studies, customer management connections have an impact on decisions regarding online purchases. A choice to make an online transaction is impacted by management connection consumer own by 0.353 percent or 35.3%. This demonstrates how management connection customers (CRM) at a higher level \_ large will directly impact online purchasing decisions.

According to Kotler and Armstrong (2016:15), management connection customers (CRM) are the most significant modern marketing draughts. CRM, in its broadest sense, refers to the entire process for rewarding excellent customers and maintaining lucrative relationships with them. Designing management connections with customers can, in essence, boost purchasing decisions, claim Bellman et al. 2008:64) claims that a customer's level of experience and connection with them affect their decision to buy again.

According to research by Asriani (2019), customer relationship management has a considerable influence on purchase intention. Kusmadayu (2016) reported the same findings and indicated that management connections with customers had a substantial impact on their decision to purchase.

2,180 results from the Test Sobel are statistically significant at  $= 0.029$ . because \_ that is, customer relationships that leverage paraexecutive variables to influence decision appearance computerised and online purchasing. Customer relationship management plays a key function in mediating the relationship between digital marketing and online purchase decisions in a partial way. This is because digital marketing plays a large role in influencing these decisions. Management customer connection does not entirely mediate the relationship between digital

marketing and online purchase decisions, which is known as partial mediation.

The Test Sobel result number 2,669 is statistically significant at  $p = 0.007$ . As a result, management connection customer serves as a mediator between trust and online purchasing decisions. Due to customers' relationships management being influential significant and crucial as a variable in mediation, although trust is not influential significant, customer relationship management plays a role in mediating the connection between trust and the choice to make an online purchase. Possible management connection customer For in a manner No direct explanation influence trust to decision online purchases. Management connection customer Acts as full mediator between trust and online buy decision.

## **CLOSING**

Based on the debate and study's findings, which were previously exposed in part, the following conclusion can be drawn: 1) Online purchase decisions, customer management relationships, digital marketing, and customer trust in Bandung currently fine 2) In City Bandung, Marketing Digital Influences Management Connection Customer on Customer E-Commerce, 3) Management Connection Customers' Influential Trust in E-Commerce in the City of Bandung, 4) Digital Marketing Influences Customer Online Purchase Decisions in the City of Bandung, 5) In the City of Bandung, Customers Do Not Trust Any Influential People to Make Online Purchase Decisions. 6) In the City of Bandung, Management Connection Customer Influential to Decision Purchase Online, 8) Management Connection Customer totally mediate influence trust to decision buy which done by ecommerce customers in City Bandung. 7) Management Connection Customer mediate in a manner Partial influence Marketing Digital to Decision Purchases on ecommerce Customers at City Bandung.

The suggestions that are based on study findings are as follows: 1) For study in addition so you can add variables that can affect purchasing decisions, and 2) Trust No Influential to Online purchasing Decision. This can draw attention to e-commerce businesses for longer-term client trust building. 3) Digital marketing influences online purchase decisions. This may draw attention to corporate e-commerce and encourage further investment in digital marketing.

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