



Website Quality and Marketing Communication Create Purchase Decisions At Tiga Negeri Music House Store Bandung

¹Ine Aprianti, ²Taufik Zulfikar, ³Gusti Nugraha, ⁴Lucy Nurfadilah, ⁵Rika Kartika

^{1,2,3,4}Universitas Sangga Buana Bandung

⁵Universitas Bina Bangsa Serang

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ABSTRACT

The development of communication and information technology that is growing has led to increasingly varied marketing methods. Currently, in addition to conventional marketing methods, business people also do online marketing. The Tiga Negeri Music House store, located in the city of Bandung, also conducts online marketing in addition to conventional marketing. Online marketing is done by using the media website, but the development of marketing using the website over the last few years has been less than encouraging. Utilization of the website in supporting the improvement of product and service marketing is a must and something that is commonly done today. The purpose of this study is to analyze and examine the influence of website quality and marketing communication on purchasing decisions either partially or simultaneously. The method used is quantitative. Multiple linear regression was used in this study to analyze the data. The sample is 100 people who are consumers. The results showed that there was a positive and significant influence on website quality and marketing communication on purchasing decisions either partially or simultaneously.

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Corresponding Author:

Ine Aprianti,

Universitas Sangga Buana Bandung,

Jl. Phh. Mustofa No.68, Cikutra, Kec. Cibeunying Kidul, Kota Bandung

Email: ine.aprianti@usbypkp.co.id

INTRODUCTION

Purchasing decisions are an interesting theme for researchers or academics to conduct research. Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy brand needs and desires (Kotler et al., 2017). Purchasing decisions are actions to select two alternative choices (Schiffman & Kanuk, 2008). Purchasing decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate well each of these alternatives can solve the problem, which then leads to a purchase decision (Tjiptono, 2012). The process of obtaining information and combining alternative options and choosing one of these options. The result of the process is customer behavior in making a choice (Pratama, 2019). Based on the above income, it can be concluded that the purchase decision is a selection process from two alternatives to

choose goods and services to satisfy the needs and desires of the brand. The development of information and communication technology that is increasingly widely used means that the purchasing decision process can be done online or via the internet.

Tiga Negeri Music House Bandung is a retail store for musical instruments that was established in 1987. The musical instruments sold consist of various musical instruments and sound systems with local and international brands. Marketing methods are carried out in a conventional way and by means of online marketing. Online marketing is done with the media website, but the development of marketing using the website over the last few years has not been encouraging. Utilization of the website in supporting the improvement of product and service marketing is a must and something that is commonly done today. The website is not only a means to introduce products and services, but also to get new consumers, as well as a means for consumers to communicate with product and service providers (Official, 2018). According to Laudon and Laudon in (Ali Burman & Ali Iqbal, 2019) a website is a system with universally accepted standards for storing, retrieving, and displaying information in a networked environment. According to Rahmat (2010) in (Alghifari, A.f., and Rahayu, 2021) the notion of a website is the entire web page contained in a domain that contains information. The quality of a website is one of the factors of consideration for potential consumers in making online purchasing decisions. An effective website can be said when users can quickly and efficiently obtain the desired information without delaying it (Bordbar et al., 2016). WebQual is one of the most widely used methods or techniques for measuring website quality based on user perceptions (Napitupulu, 2016). The dimensions or sub-variables of WebQual 4.0 are arranged based on three dimensions, namely; Usability, Information Quality, Service Interaction Quality (Ghafiki & Setyorini, 2017). Online purchasing decisions are strongly influenced by three factors, namely efficiency in search, value and interaction (Syarif & Wijayanto, 2017). The dimensions of website quality according to Kim and Nieshm in (Syarif & Wijayanto, 2017) have five parts, namely: the existence of information, the existence of security, the convenience, the convenience, and the quality of service.

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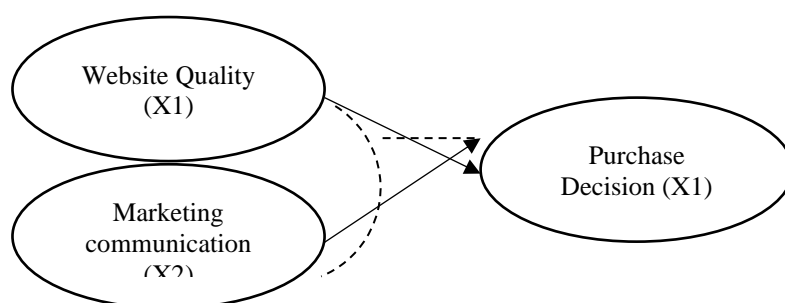


Figure 1. Research Paradigm

The hypothesis of this research is as follows:

H1: There is an influence of Website Quality on Purchase Decisions

H2: There is an influence of marketing communication on purchasing decisions

H3: There is an effect of Website Quality and Marketing Communication on Purchase Decisions simultaneously

METHOD

The object of research in this research is the customers of Tiga Negeri Music House Bandung with a sample of 100 people. The research method used is a quantitative method with a descriptive verification approach. The data collection technique was carried out by observation, interviews and questionnaires by distributing questionnaires to the sample in the form of closed questions. The author used a Likert scale point 1 to point 5 in calculating the value of the closed questionnaire. The sampling technique using incidental sampling is

a sampling technique based on chance, that is, anyone who coincidentally or incidentally meets the author can be used as a sample as long as the person is suitable as a data source (Sugiyono, 2019). The data analysis technique used is multiple linear regression, to test the relationship between the independent variables on the dependent variable partially by using the t test, while to test the relationship between the independent variables to the dependent variable simultaneously using the F test, to find out what percentage of the influence between the variables independent influence the dependent variable using the coefficient of determination test. The analytical tool used is multiple linear regression, which is to measure how much influence the quality of the website and marketing communications has on purchasing decisions using the SPSS 17.0 application, so the multiple linear regression equation can be formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + \varepsilon \dots\dots\dots (1)$$

Where:

- Y = Purchase decision
 a = Constant
 X1 = Website quality
 X2 = Marketing communication
 b1, b2 = Regression coefficient
 ε = Epsilon

RESULTS AND DISCUSSION

The characteristics of respondents in this study can be seen in table 1.

Table 1. Characteristics of Respondents

Information	Amount	Percentage
Gender		
Man	77	77
Woman	23	23
Total	100	100
Age		
< 35 year	71	71
36 – 45 year	26	26
> 45 year	3	3
Total	100	100

Based on table 1, it can be concluded that the customers of Tiga Negeri Music House Bandung are dominated by men aged 35 years and under.

Table 2. Results of Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,286	1,223		-1,051	,296
Kualitas Website	,135	,051	,250	2,668	,009
Kualitas Kominikasi	,319	,056	,533	5,683	,000

a. Dependent Variable: Keputusan Pembelian (Y)

Table 2 above shows the results of multiple linear regression using the SPSS 1.7 application, the following equation is obtained:

$$Y = -1.286 + 0.135X_1 + 0.319X_2$$

Based on the multiple linear regression equation above, it can be concluded that: a) A constant of -1.286 means that if the quality of the website and marketing communication is 0 or does not have website quality and does not have marketing communication, the customer's perception of purchasing decisions is negative (-1.286); b) The coefficient of the website quality variable is 0.135, meaning that if the other independent variables have a fixed value and the quality of the website has increased by one percent, the purchase decision has increased by 0.135; c) The marketing communication coefficient is 0.319, meaning that if the other independent variables are fixed and marketing communication has increased by one percent, the purchase decision has increased by 0.319.

Based on table 2, it is also possible to test the hypothesis of the relationship between the independent variables and the dependent variable partially by comparing the t table with t arithmetic. The first hypothesis test which states that there is an influence of website quality on purchasing decisions is acceptable, this is indicated by the t-count value of 2.668 which is greater than the t-table value of 1.984 and the sig value of 0.009 less than 0.05, thus Ho is rejected, and Ha1 is accepted. The second hypothesis test which states that there is an effect of marketing communication on purchasing decisions can be accepted, this is indicated by the t-value of 5.683 which is greater than the t-table of 1.984 and the value of sig. 0.000 is less than 0.05, thus Ho is rejected, and Ha2 is accepted.

Table 3 F . Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	499,520	2	249,760	53,576	.000 ^b
	Residual	452,196	97	4,662		
	Total	951,715	99			

a. Dependent Variable: Keputusan Pembelian (Y)
 b. Predictors: (Constant), Kualitas Komunikasi (X2), Kualitas Website (X1)

Based on table 3 above shows the calculated F value of 53.576 and the F table value of 3.09 shows the calculated F value > F table and a significant level of 0.000 < 0.05 then Ho is rejected and Ha3 is accepted, the third hypothesis which states that the quality of the website and communication marketing influence on purchasing decisions can simultaneously be accepted.

Table 4. Results of the Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.525	.515	2,15912

a. Predictors: (Constant), Kualitas Komunikasi (X2), Kualitas Website(X1)

Based on table 4 above, the value of the coefficient of determination at the Adjusted E square value is 0.515. This shows that the ability of the independent variable to explain the dependent variable is

0.515. This figure shows that the percentage contribution of the influence of website quality variables and marketing communications on purchasing decisions is 51.5% while the remaining 48.5% is explained or influenced by other variables not examined in this study.

CONCLUSION

The results of the study can be concluded that there is a positive and significant influence of website quality on purchasing decisions, there is a positive and significant influence of marketing communications on purchasing decisions and there is a positive and significant influence of website quality and marketing communications on purchasing decisions simultaneously.

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