EFFECT OF E-MARKETING THROUGH SOCIAL MEDIA TO CONSUMERS' SHOPPING BEHAVIOUR
(Case Study of Secretary and Management Academy Bina Insani's Students)

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Abstract: As the numbers of internet users increase, the trend of online transactions increase too. E-marketing is one of a selling strategy using internet such as Facebook, Instagram, Twitter, Whatsapp, BBM and LinkedIn. The purpose of this study was to analyze the simultaneous and partial effect of E-Marketing to the shopping behavior of students. Data were obtained from questionnaires given to 50 student respondents of Management facult of the Academy of Secretary and Management, Bina Insani. The analytical method used in this research is the t test and F test using SPSS 17. Based on results of the study it is found that three factors affected shopping behavior of these students through their online transaction via social media, namely accessibility, currency and interactivity. All e-marketing variables influenced the behavior of consumers. However, there are also some e-marketing variables affecting shopping behavior of students in different factors. From the cultural factor, shopping behavior is influenced by the accessibility and currency variables, while effected variables linked to personal factors is accessibility alone. For psychological factors, the only effecting variable is interactivity. But overall e-marketing variables affected the shopping behavior of students.

Keywords: Consumer behaviour, E-marketing, Online shop, Shopping, Social media

1.   INTRODUCTION

It is a common knowledge that human desires are endless, not to mention the desires to meet the daily needs In its nature, humans have never been satisfied and that is why it is not surprising that human needs are endless. Their needs in question are food, clothing as well as board. Human needs of things and services will be able to give satisfaction to man, both the physical and spiritual satisfaction. Human needs are usually adjusted to the income they received. The higher the income per capita, the higher the needs.

Online facilities have grown so rapidly that simply by clicking in one system, we can buy all we desire and need through the Internet. The Internet provides all needs ranging from food to additional needs such as electronic goods. Consumers are given the ease in meeting all their needs and desires through the Internet on their communcation gadget. Now, almost everyone has a gadget, which has now become a primary requirement for communication. Through this gadget and the internet service, we can connect to whomever we want, even those in other parts of the world. This service is an connected electronicaly 24 hours a day 7 days a week. The system of online services for commercial purposes is known as the electronic marketing (e-marketing). The web-shopping intentions becomes higher with the presence of promotional offers (May *et al.*, 2005).

The e-marketing industry is also growing more rapidly. In the future, it will not be impossible that e-marketing industry becomes one of the backbone of the national economy. Nowadays, people in big cities treat e-marketing as part of their lifestyle. This is a reason why e-marketing in Indonesia will continue to grow. The Internet offers opportunities for everyone to introduce products and market them. We can market a wide variety of things, either product or service with an unlimited area coverage that reaches the entire world.

The growing number of internet users increases the trend of online shop transaction number every day. Based on the data of Bolton Consulting Group (BCG), in 2013 the middle classes in Indonesia reached a number of 74 million people. It is predicted taht by 2020 this figure will rise to 141 million people or about 54% of the total population in Indonesia. The 2015 Performance Report of the Ministry of Communication and Infromation also reported that active internet users has reached 73 million people with a 150 trillion rupiah value of transaction. This is a fantastic figure considering that only about 7% of internet users in Indonesia used shopping online. Viewing this data, it is clear and it is certain that the market potential of e-commerce in Indonesia is enormous. With the rising number of middle class level, people will not hesitate to spend their money in purchasing a variety of desired items.

Based on the description above, it is time for consumers to act smart, thorough, efficient and effective in shopping for desired products. With the increasing consumer demand for a wide range of products, the producers will strive to meet the needs of their consumers. Addeed with the easy service given by producers, consumers feel indulged by e-marketing facilities. These technological innovations become dilemmas for consumers, whether they decide to shop on needs and desire or on temptation with online facilities provided. In this study, researchers will analyze the effect of e-marketing strategy on consumer behavior in making the right decision to shop and meet their need and desire of consumers. This research investigates to what extent e-marketing influence the interest of students' expenditure and what capacity e-marketing has in the producer's sales strategy. Following the research question the purpose of this study is to know and explain about e-marketing as well as to understand the position of e-marketing in influencing consumer's shoping behaviour.

2. THEORETICAL BACKGROUND

2.1. Online Marketing
According to Gupta *et al*. (2012) the term e-marketing is also known as internet marketing, web marketing, or online marketing. Therefore, online service is an act or effort carried out by the producers to sell their products or services in order to gain consumer interest through Internet-based media.

There are 13 criteria that can be used to evaluate a website (Selim, 2011) namely; accessibility and visibility, accuracy and credibility, authority, coverage, currency, interactivity, metadata, navigability, orientation & objectivity, privacy, searchability, security, and services. In this study, the authors used three criteria deemed appropriate, namely accessibility, currency and interactivity. The use of these three criteria is considered very suitable to study e-marketing because they are not overly complex.They are e-marketing as a media that provides a variety of information about products services and various other promotions without includeing the applications of e-commerce and online transaction services.
1. Accessibility
    Accessibility is the degree of access capabilities consisting of efficient and easy access applications without time limit.
2. Currency
    Currency refers to the timeliness of information, materials, and services provided. The information provided must be current and beneficial during time of access. Usually the producens or the sellers deliver easy to understand newest information which is needed by consumers.
3. Interactivity
    In interactivity, sellers and buyers are able to interact directly, such as through group and social media sharing.

In the modern world of marketing, there is the term called e-business and e-marketing. E-marketing incorporates the worldwide web in all the activities a business conducts with the aim of attracting

new business, retaining current business and developing its brand identity (Hasan, 2011). E-Business is the use of an electronic medium in everyday business activities.

E-marketing or electronic-marketing is part of e-business that takes advantage of electronic medium to carry out marketing activities in order to achieve marketing objectives. In this study, the authors analyze social media marketing as marketing activity (e-marketing). The potential for e-marketing is limited in such environment (Khrisnamurthy and Singh, 2005)

2.2. Social Media

According to Kaplan and Haenlein (2010), social media is a group of Internet-based applications that are constructed based on Web 2.0 ideology and technology Sales through social media is fairly effective because the message is universal. In other words, not just one or two people receive the message, but a lot of people will be informed of the message onw conveys in a short time and on an unlimited time. Social networking or social media that continues to evolve has established ways for businesses to collaborate and communicate effectively with their consumers both inside and outside the company. From a time point of view, wor of mouth is more effective in supporting customer service function and in humanizing the company's brand (Rahmawati, 2013). In this study, the authors used several social media types targeted for promoting or selling products / services such as Facebook, Instagram, Twitter, Whatsapp, BBM and LinkedIn.

2.3. Consumer Behavior

According to Schiffman and Kanuk (2004) is behavior shown by consumers in searching purchase, use, evaluation, and replacement of products and services that are able to satisfy their needs. Factors that affects buying interest relate to feelings and emotions. If someone is happy and satisfied in buying goods or services the buying interest will be strong and dissatisfaction will typically be omitted.

According to Kotler and Keller (2009), the consumers' purchasing behavior are affected by several factors namely cultural, social, personal, and psychological.

1. Cultural Factors
   Cultural factors are divided to cultures, sub-cultures, and social classes. Sub-cultural factors include nationality, ethnicity, religion, race, group for its members.

2. Social Factors
   Consumer behavior is also influenced by social factors such as the reference group, family, participation and social status. Participation and social status factorswill be felt when consumers become one of the member of the club, race, organization, community or specific social groups. The roles will include their activities within the group, and each role generates a status.

3. Personal Factors
   In this factor, all decisions are influenced by personal characteristics such as age and stage of life cycle, job, status situation, lifestyle and personality of the consumers themselves.

4. Psychological Factors
   There are 4 psychological factors namely; motivation, perception, learning, and beliefs attitude.

2.4 Previous Research

There have been several studies prior to this study. Those studies have made e-marketing a variable in their research. This thought can be used as a reference in completing the current study. In 2013, a research conducted by Shinta Aprilia titled "Analysis of Strategies Online Marketing and Its Effect on Purchase Intentions Consumer Products Clean & Clear" showed that website, facebook,

and twitter partially influenced purchase intentions of consumers to buy the product of Clean & Clear in Surabaya and the dominant influencing variable on purchase intentions wase facebook variable. This study uses multivariate statistical analysis techniques, which is a multivariate statistical analysis techniques using SPSS.

3. THE RESEARCH METHOD

3.1 Researched Design
As mentioned on the research objectives, this is a descriptive statistical research with associative approach, to define the causal relation analysis between two or more variables, as well as the correlations that exist between the variables studied. Primary data were collected through questionnaires that are distributed randomly to a population of consumers possessing social media account. Secondary data were collected from literature studies.

This study used a quantitative approach. In sampling, researchers used the Taro Yamane calculation formula with an error rate of 10%. Analysis of this study was done through validity test, reliability test, and normality test of the questionnaires distributed. The results of the questionnaire were then analyzed by t and F tests. Data processing was performed with SPSS 16.0 (Statistical Package for the Social Science).
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3.2 Research Variable
This study has three independent variable or variables that affect e-marketing (X) and consumer behavior variable (Y). As for the relationship between the independent variables with the dependent variables under study can be dshown as follows:
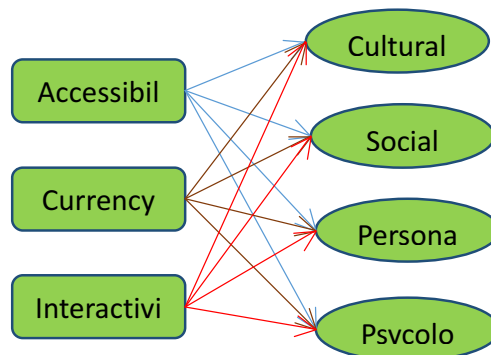

Figure 1 relationship between variables
Source: Personal Documentation

3.3 Sampling Technic
The population of this study was the whole student studying in Secretary and Management Academy Bina Insani with a minimum age of 19 years. The sample of respondents is student of the Management Department, as many as 50 students. The reason being that at that age, respondents could understand each question in the questionnaire, are usually at a productive age, are technology literate, and also are the students of the authors. Sampling technique used is incidental non probability sampling to respondent relevantly available at the moment of research.

3.4 Location and Time Research
This research was conducted in the Secretary and Management Academy of Bina Insani at Jalan Raya Siliwangi No. 6 Rawa Panjang Bekasi. Research began in July until August 2016.

3.5 Data Collection Technique
Besides interview, the authors gathered information through questionnaires distributed to students. The questionnaire used in this study is a questionnaire collected through a structured interview process. This questionnaire took form numbered questions, each containing four alternative answers.

This study measured the attitude of visitors, therefore it is a questionnaire using Likert attitude scales.

3.6   Data Analysis Technique
3.6.1   Validity and Reliability
Because the researchers used primary data deriving from questionnaires therefore prior to testing the hypothesis, a validity and reliability to each questions indicator has to be tested. A total of 20 questionnaires are distributed as a pilot test to test how closely a question is able to measure its object. The question item is considered valid if there is a correlation with a particular significance value. The significance value is used to determine the validity of each item. If the significance value <0.05, then the item is valid. Constancy of the Cronbach Alpha of 0.6 for reliability is considered appropriate. The test was then calculated using SPSS 17.0 (Statistical Product and Service Solution). The number of r table for N = 50 at the 5% significance is 0.284.

3.6.2   Test Assumptions
To obtain unbias research result which can be used effectively, assumption test on the sample needs to be done. Assumption test used were normality, multicollinearity, and autocorrelation tests.

3.6.3   Hypothesis Testing
To measure and determine causal relation between one variable and other variables, a hypothesis testing is conducted through regression analysis (t test and F test). t test aims to see the influence of each individual independent variables to the dependent variable. While the F test aims to see the influence of independent variables all togheter to the dependent variable. In the ANOVA table, there is a significant probability value (Sig.) which serves to compare the mean of a sample with the x value from one side. In the t and F tests, the Sig. value compared to the set significancy limit is 0.05. If the significance probability value is <0.05 it indicates that there is a partial influence of independent variables to the dependent variable. On the contrary, if the significance probability value is >0.05 it indicates that there is no partial influence of independent variables to the dependent variable.

3.7   Testing Statistical Hypotheses
To determine whether the regression results are correct, a proper test needed to be done. Model testing can be performed using F value or by using a probability value or sig.value in the ANOVA table. The F-test statistic used in the One Way ANOVA was calculated using the formula (k-1). F test was done by comparing the value of Fvalue (the output) with Ftabel. While the degree of freedom that is used is calculated by the formula (n-k), where k is the number of sample groups, and n is the number of samples. A low p-value for this test indicates rejection of the null hypothesis, or in other words, there is evidence that at least one pair of the mean are not the same. To test whether the hypothesis is accepted or rejected, t statistic (one-tailed test) was used with the following assumptions:

- If t table ≤ t value ≤ + t table then Ho is accepted and rejected
- If t value ≤ t table or t value > + t table then Ho is rejected and Ha accepted.

In t test was conducted on the degree of freedom (n-k-1), where n is the number of respondents and k is the number of variables. The confidence level used is 95% or α = 5%.

4.   RESULT AND DISCUSSION

In this study 50 students were taken as respondents. Data collection technique was indepth interview with the student to answer the questions. From the data, it is known that the different number of male respondents and women the is not very significant. From recapitulation table of students e-marketing shopping behavior, there are a variety of answers to each dimension of question. The results answer is no level values are zero, it is due to the similarity of the responses. The results of these answers are then analyzed all the variables e-marketing the shopping behavior of students.

Student responses to e-marketing variables with sub variable accessibility, it turns out many of the students, especially those with limited time to shop like transactions via social media for quick and easy access, the competitive price and saving. Some students do not mind having a few social media accounts. It can be seen that from the number of respondents 50 people, who use applications for Facebook, Twitter, Instagram, WhatsApp and BBM there was at 127. Therefore, it can be concluded that almost every student have more than one social media accounts. To the satisfaction of transacting via medsos completed, some students was quite satisfied. So is the currency of sub variables that include pictures, factor imported products, the products up to date, up to date applications and ease of transactions considered to be the reason for a student transact via medsos. For the sub-variable interactivity that includes familiar with the seller / buyer, secure, easy to get information and exchange the products of the seller / buyer as well as the existence of several groups of buying and selling in medsos enough consideration to transact via medsos.

Judging from shopping behavioral variables student with sub variable cultural factors, some students make buying and selling via medsos not always because of the trend and want to try new things. Even the intensity of transacting largely student not too often, students do not always take their money just to shop and raise prestige. Likewise with sub variable social factors, student not make buying and selling via medsos only for self-declaration that they are not outdated and raise social status. The student normally do not always follow the advice of family, friends or her social community in the transaction. Responses student in the sub-variable personal factors say that they shop via medsos because the price is affordable and practical. Student average used to shop via medsos, but it's not something they do continuously in daily life or the life of the operation. Most students stated in sub variable psychological factor that they love to shop via medsos because it is simpler than having a shopping mall and they know the recommendation of the seller / buyer. The average student already know the quality of goods and curious to try the shop, but that does not mean they are hobby shop

4.1   Validity and The Reliability

With a sample size of 50 it is 48 degrees of freedom, so the r table is 0.284. It is known from Table 1 that the value of r value using bivariate Pearson on each sub-variable is greater than 0.284 so that the sub-variables in the questionnaire are valid.

For Cronbach's alpha values for all variables the value is 0.893. Therefore the value of Cronbach's Alpha (r = 0.893) is greater than the rtabel (.284). It can be concluded that the data is reliable and the research data could be used.

4.2   Test Assumptions
    a.   Normality

        Normality test for sub variable of e-marketing which includes Accessibility (X1), Currency (X2) and interactivity (X3) to cultural factors on shopping behavior of students (Y1), data obtained showed that sig. of Kolmogorov Smirnov normality test was 0.848. Normality test of e-marketing sub variable which includes Accessibility (X1), Currency (X2) and interactivity (X3) on social factors on shopping behavior of students (Y2), the sig. is 0.723 whereas for sub normality test of e-marketing variables which include Accessibility (X1), Currency (X2) and interactivity (X3) on personal factors on shopping behavior of students (Y3) showed 0,692. Normality test of e-marketing sub variable which includes Accessibility (X1), Currency (X2) and interactivity (X3) on psychological factors on the buying behavior of students (Y4) the sig. Is greater than 5% alpha is 0.674, so all data variables have already meet the normal assumption.

    b.   Multikolinearitas

        VIF value for the e-marketing sub-variables which includes Accessibility (X1), Currency (X2) and interactivity (X3) to cultural factors (Y1), social factors (Y2), personal factors (Y3) and psychological factors (Y4) on behavior students spending is less than 10, meaning there is no multi-collinearity in regression analysis, therefore it meets the assumptions of multiple regression analysis.

c. Autocorrelation
The value of Durbin Watson to four equations are in the range of 1.6159 to 2.3481 and it can be said that the regression model free of autocorrelation.

4.3 Testing Statistical Hypotheses

Based on the data processing via SPSS 17.0, note in Table ANOVA sig = 0.000 less than 5% alpha, it means reject H0 or can be said that the overall regression model effect or at least one variable of e marketing factors that influence shopping behavior of students. The survey results revealed sig value of each variable. In the first equation, accessibility and currency sub variable has a value of sig is below 5% alpha so that the t-test for both subvariable are rejected H0 means accessibility and currency effect on shopping behavior of students. As for the second equation no sub variables that have a sig value is below 0.05, which means that all variables H0 receive e-marketing does not affect the shopping behavior of students visits from social factors. For only the third equation accessibility alone have sig below 0.05 so that only an accessibility that influence shopping behavior of students when viewed from the personal factor. In the final equation, the obtained data is that only the interactivity that signya value below 0.05 so that interactivity can be said psychological factors affect the shopping behavior of students.

To test the goodness of the model, the known value of R-square for the first equation of 0.425 or 42.5% means that the diversity of the shopping behavior of the student seen from the cultural factors were able to be explained by factors of e-marketing is by 42.5% while the remaining 57.5 % influenced by other factors outside the model. To model the equation second, third and fourth respectively known R-square value is 0.071, 0.393 and 0.42, so it can be said that the diversity of the shopping behavior of the student seen from the social, personal and psychological factors able to be explained by e-marketing is 7.1%, 39.3% and 42% while the remaining 92.9%, 61.7% and 58% are influenced by other factors outside the model.

4.3.1 The influence of e-marketing Against Shopping Behavior (Social Factors)

For the second equation if the data is obtained the data that e-marketing variables did not affect the shopping behavior of students when seen from social factors. In a sense, without any online transaction via medsos student still would have high shopping behavior because they do not want outdated and they also need the shopping. Sometimes there are student need help from others such as family or friends to pick the model items he needed. Therefore, in certain respects, they have more confidence when buying directly to the store, because they can try or use a sample of the goods. Access to the internet also means access to other individuals who are a part of the network (Kalyanam and McIntyre, 2002). Besides shopping directly gives the impression for some students because they can chatting with their community friends, family or relatives after shopping and it can enhance friendship, kinship or friendship among all student.

4.3.2 The influence of e-marketing Against Shopping Behavior (Personal Factors)

In this third equation, only the accessibility impact the buying behavior of students seen from personal factors. Students are happy with their practical lifestyle certainly take into account the ease of access to transact via medsos, especially if the price is still affordable. They will be familiar with the product pictures sent by the seller through medos application and it will cause the shopping behavior of the student. For the student who are busy and have limited time, very like to transact via medsos. They did not have enough time to hang out with friends of friends or family so they usually rely medsos to shop for their needs.

4.3.3 The influence of e-marketing Against Shopping Behavior (Psychological Factors)

Variable interactivity influential in the shopping behavior of the student especially from psychological factors. They were his hobby of shopping will be happy to get sent pictures of the products sold by online sellers. Especially if they've bought via online and are satisfied with the quality of goods, therefore the student will be continuous purchase goods through online. Most student do transactions via medsos because of familiar with the seller or the buyer, so that access to

exchange information, barter or pasca selling service will be easy and secure. If it is met, then the shopping behavior of the students will be higher.

5. CONCLUSION

All e-marketing variables influence the behavior of consumers. However, some e-marketing variables affecting shopping behavior of students in different factors. For culture, shopping behavior is influenced by the accessibility and currency variables, while the variables only for personal factors that affect accessibility alone. For psychological factors, only variable interactivity which affected. But overall that e-marketing variables affect the shopping behavior of students. Samples research focuses on student at Secretary and Management Academy Bina Insani, therefore the results of this study can not be generalized to all campuses in Indonesia, and the expected results of this study can be used as a reference and enter for all parties.

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