

The Influence of The Relationship Marketing, Influencer Marketing and Features on Purchasing Decisions in Zalora E-Commerce Users in Badung Regency

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Abstract

Purpose - To find out how relationship marketing influences user purchase decisions, influencer marketing on user purchase decisions, the effect of features on user purchasing decisions and to determine the effect of relationship marketing, influencer marketing and features on purchasing decisions of zalora e-commerce users in badung regency

Methodology – The location of this research was in Badung Regency and the sample used was 95 respondents. Research method used is quantitative. In this study the data analysis technique used is the Classical Assumption, Multiple Linear Regression, Coefficient of Determination, t test and F test

Findings - Based on the results of the study, it can be seen that relationship marketing has a significant positive influence on purchasing decisions, influencer marketing has a significant positive influence on purchasing decisions, features has a significant positive influence on purchasing decisions and simultaneously relationship marketing, influencer marketing and features has a positive and significant influence on purchasing decisions. The magnitude of the influence of the independent variable on purchasing decisions is 53%.

Originality – Application of relationship marketing, influencer marketing, and features on zalora e-commerce to purchasing decisions.

1. Introduction

Global progress is often associated with technological developments, and these technological advances of course have an impact on all sectors and in line with human development. Technological advances from year to year present an e-commerce which is a platform that is used to become a liaison between sellers and buyers through online internet media. Zalora Indonesia is a shopping website that offers a variety of men's fashion, women's fashion, and kids. Zalora offers fashion supplies with a collection of more than 500 local and international brands and designers. This shopping store was founded by Catherine Sutjahyo and is part of the Global Fashion Group, where Global Fashion Group is a fashion group known throughout the world. Zalora was founded in 2011 with the aim to create online fashion companies in developing countries, including Indonesia.

Tugiso (2016) states that purchasing decisions are a stage where consumers actually buy a product that is offered. Consumers before making a purchase will do a lot of evaluations by looking at the existing considerations because there are indeed many factors that consumers must pay attention to, so that the product purchased is truly in accordance with their wants and needs. Because there are many factors that influence consumer purchasing decisions, including

Table1. Recapitulation Of Average Visitor Data On Zalora E-Commerce For The Year Period (2019-2021)

No	Quarter	Number of Visitors (account)
1	Q1 2019	4.343.000
2	Q2 2019	5.218.300
3	Q3 2019	2.804.000
4	Q4 2019	2.926.300
5	Q1 2020	2.416.700
6	Q2 2020	2.334.400
7	Q3 2020	1.828.500
8	Q4 2020	2.991.800
9	Q1 2021	2.860.000
10	Q2 2021	3.366.700
11	Q3 2021	2.550.000
12	Q4 2021	3.310.000

Source: iPrice.co.id (2021)

Based on this data, it is known that Zalora's e-commerce visitors fluctuate every year because it shows ups and downs in the last three years. The highest visitors occurred in Q2 2019 with 5,218,300 and the lowest visitors occurred in Q3 2020 with 1,828,500. Visitors that do not increase every year are a fundamental problem for Zalora e-commerce to make consumers make purchasing decisions. One of the factors that influence the decision is Relationship Marketing, which is an effort to get to know consumers better, so that companies can meet their needs and desires in the long term. The relationship marketing strategy makes the company survive in the long run against fierce competition. Based on observations on Google Play reviews and the iOS App Store, it is known that there are problems where Zalora itself is still lacking in how to handle complaints from consumers, consumer complaints due to unclear responsibilities from companies that do not

provide problem resolution, product cancellation unilaterally by Zalora without giving clear reasons to consumers and product safety that consumers still doubt. This is in line with research conducted by Kamaludin and Nurfauzan (2022) where relational marketing has a positive and significant influence on purchasing decisions, while the similarities between previous research and current research lie in the variable used, namely relationship marketing as an independent variable. and customer satisfaction. as the dependent variable. Meanwhile, the differences between previous research and current research were found at different locations and times of research.

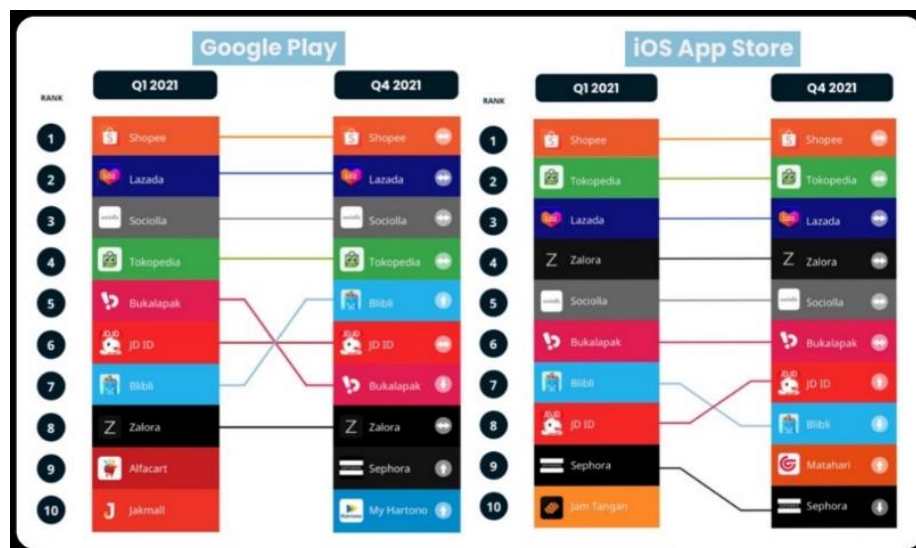


Figure 2. Top 10 Most Popular E-Commerce Apps On Google Play And Ios App Store
Source: iprice.co.id (2021)

In addition to the popularity of e-commerce, purchasing decisions are also influenced by the features offered. Features that are easily accessible will provide convenience for consumers, making it easier for consumers in the purchasing process. Based on the results of observations also obtained from Google Play and iOS App Store reviews, many consumers complain about applications that have errors when choosing the product to buy. Applications that experience severe bugs that make the application exit itself, this can make consumers reluctant to make a purchase decision. This is in line with research conducted by Widia and Rayuwanto (2021) that features have a significant positive effect on the decision to purchase a Samsung A smartphone, features are able to describe smartphone purchasing decisions by 30.7%. The similarities between previous research and current research lie in the variables used, namely features as the independent variable and customer satisfaction as the dependent variable. Meanwhile, the differences between previous research and current research were found at different locations and times of research.

Zeitmal et al. (2006:158) states that the main goal of relationship marketing is to build relationships and retain profitable customers for the company and at the same time minimize the time and effort created for customers who are considered less profitable. So the hypothesis in this study is:

H1: Relationship Marketing has a positive and significant influence on Purchasing Decisions for Zalora E-Commerce Users in Badung Regency

Influencer marketing is a person who has influence in purchasing decisions, because influencers can help consumers determine specifications and information to evaluate alternatives (Kotler & Keller, 2012: 188). So, the hypothesis in this study is:

H2: Influencer Marketing has a positive and significant influence on purchasing decisions for Zalora E-commerce users in Badung Regency

Features that are easy to access will provide convenience for consumers making it easier for consumers in the purchase process. Features play a role in providing branding for the company. Uniqueness, characteristics, and privileges in features can be used as a basis for purchasing decision making by consumers. So, the hypothesis in this study is

H3: Features has a positive and significant influence on Purchasing Decisions for Zalora E-commerce users in Badung Regency

Purchasing decisions are formed from the process of creating, maintaining, and enhancing strong and high-value relationships with customers. Appoint an influencer who is considered to have influence on what they convey on the behavior of their followers so that they can become a target buyer. The features that support the mobile app will provide users with convenience, completeness, and benefits of the desired product.

H4: Relationship Marketing, Influencer Marketing, and Features together have a positive and significant influence on Purchasing Decisions for Zalora E-Commerce users in Badung Regency

2. Research Methods

The design in this study uses a descriptive and associative research design. The descriptive research design is knowing the value of each variable, either one variable or more, which is independent without making connections or comparisons with other variables. Associative research is research that aims to find out the relationship between two or more variables, by doing this research a theory can be built that can function to explain a symptom (Sujarweni (2018: 88)).

The research was conducted in Badung Regency, specifically for Zalora users. The object of research is specifically Relationship Marketing, Influencer Marketing and Features on Purchase Decisions for Zalora E-Commerce Users in Badung Regency. This study uses independent variables and dependent variables with the number of indicators in this study as many as 19 indicators. Ferdinand (2006) states that determining the number of representative samples depends on the number of indicators multiplied by 5 to 10 so that a minimum of 19×5 or 95 samples is required. The sampling method in this study used a non-probability sampling method with a purposive sampling technique. Data collection methods used were observation, interviews, literature study, and questionnaires. The research instrument test was carried out through validity and reliability tests which were distributed to 30 respondents until finally when the instrument was valid and reliable. The data analysis technique used is the classical assumption test, multiple linear regression analysis, multiple correlation analysis, determination analysis, and hypothesis testing.

3. Results and Discussion

E-commerce is a place where practical online buying and selling transactions are carried out through electronic media with internet network intermediaries, in the world of e-commerce trading

it offers many changes where the buying and selling process no longer requires face to face meetings as in a conventional store, sellers and buyers only need to process transactions online. Zalora Indonesia is a shopping website that offers a variety of men's fashion, women's fashion, and kids. Zalora offers fashion supplies with a collection of more than 500 local and international brands and designers. This shopping store was founded by Catherine Sutjahyo and is part of the Global Fashion Group, where Global Fashion Group is a fashion group known throughout the world. Zalora was founded in 2011 with the aim to create online fashion companies in developing countries, including Indonesia.

From the results of the review of research instruments, it was concluded that this research data was valid because the validity test results showed a correlation value greater than 0.30. Reliability tests show that alpha is greater than 0.60, so the data is considered reliable. The results of the classical hypothesis test show that the data are normally distributed at a significance level greater than 0.05 which is 0.060. The results of the multicollinearity test and heteroscedasticity test also show that the data are free from observational bias that can affect the results where the data is considered worthy of research.

Table 2. Multiple Linear Regression Test Results

Coefficients ^a						
Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	6.006	3.630		1.655	.101	
Relationship marketing	.433	.119	.356	3.649	.000	
Influencer marketing	.297	.103	.228	2.880	.005	
Feature	.491	.141	.319	3.478	.001	

a. Dependent Variable: Purchasing decision

Source: Data processed 2023

The regression equation of this study is: $6.006 + 0.433X_1 + 0.297X_2 + 0.491X_3$

From the results of the study, it is known that there is a positive and significant influence of relationship marketing on purchasing decisions. This is evidenced by the calculated t value = 3.649 and the significance value = 0.000, partially the relationship marketing variable (X1) has a positive and significant effect on purchasing decisions (Y). This means that if there is an increase in the relationship marketing variable (X1), it will increase purchasing decisions (Y). Thus, the hypothesis that relationship marketing (X1) has a positive and partially significant effect on purchasing decisions (Y) is accepted. This means that the better the relationship marketing, the more purchasing decisions will be made on Zalora. The results of this study also support previous research conducted by Kamaludin and Nurfauzan (2022) and Mitang et al, (2020) stating that relationship marketing has a positive and significant effect on purchasing decisions.

From the results of the study, it is known that there is a positive and significant influence of influencer marketing on purchasing decisions. This is evidenced by the calculated t value = 2.880 and the significance value = 0.005, partially the influencer marketing variable (X2) has a positive and significant effect on purchasing decisions (Y). This means that if there is an increase in the influencer marketing variable (X2) it will increase purchase decisions (Y). Thus, the hypothesis

that influencer marketing (X2) has a positive and partially significant effect on purchasing decisions (Y) is accepted. This means that the higher the influencer marketing, the more Zalora purchase decisions will increase. The results of this study also support previous research conducted by Yohanes et al (2021) and Sari and Hidayat (2021) stating that influencer marketing has a positive and significant effect on purchasing decisions.

From the results of the study, it is known that there is a positive and significant influence of features on purchasing decisions. This is evidenced by the calculated t value = 3.478 and the significance value = 0.001, partially the feature variable (X3) has a positive and significant effect on the purchase decision (Y). This means that if there is an increase in the feature variable (X3) it will increase the purchase decision (Y). Thus, the hypothesis that a feature (X3) has a positive and partially significant effect on purchasing decisions (Y) is accepted. This means that the better the features, the more purchasing decisions on Zalora. The results of this study also support previous research conducted by Sutriani et al, (2021) and Handayani and Kurnianingsih (2021) stating that there is a positive and significant influence between features on purchasing decisions.

Table 3. Test Results of Coefficient of Determination Analysis (R^2)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.545	.530	7.004

a. Predictors: (Constant), Features, Relationship marketing, Influencer marketing
Source: Data processed 2023

Based on the table above, the coefficient of determination shown from the Adjusted R Square value is 0.530. This means that 53% of the variation in purchase decision variables (Y) can be explained by variations from all three independent variables of relationship marketing (X1), influencer marketing (X2) and feature (X3).

Table 4. Simultaneous Significant Test Results (F-Test)

ANOVA ^a						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5343.364	3	1781.121	36.305	.000 ^b
	Residuals	4464.468	91	49.060		
	Total	9807.832	94			

a. Dependent Variable: Purchasing decision
b. Predictors: (Constant), Features, Relationship marketing, Influencer marketing
Source: Data processed 2023

From the results of the study, it is known that there is a significant influence between relationship marketing, influencer marketing and features on purchasing decisions. This is evidenced by the value of $F_{count} = 36.305$ and the value of significance = 0.000 with value = 0.05, α simultaneously relationship marketing (X1), influencer marketing (X2) and features (X3) have a significant effect on purchasing decisions (Y). This means that if there is an increase in the simultaneous variables of relationship marketing (X1), influencer marketing (X2) and features (X3), it will increase purchase decisions (Y). Thus, the hypothesis that states that simultaneous

relationship marketing (X1), influencer marketing (X2) and features (X3) have a simultaneous positive and significant effect on purchasing decisions (Y) is tested. This means that the better the relationship marketing, influencer marketing and features, the more purchasing decisions on Zalora will be.

4. Conclusion

Relationship marketing has a partially positive and significant effect on purchasing decisions at Zalora. This can be proven through the results of the partial significant test (t-test) where $t_{count} = 3.649$ and significance value = 0.000, so that H_0 is rejected and H_1 is accepted, this means that the better the relationship marketing, the higher the purchasing decision at Zalora. Influencer marketing has a partially positive and significant effect on purchasing decisions at Zalora. This can be proven through the results of the partial significant test (t-test) where $t_{count} = 2.880$ and significance value = 0.005, so that H_0 is rejected and H_2 is accepted, this means that the better influencer marketing will increase Zalora's purchasing decisions.

Features have a partial positive and significant effect on purchasing decisions at Zalora. This can be proven through the results of the partial significant test (t-test) where the $t_{count} = 3.478$ and a significance value = 0.001, so that H_0 is rejected and H_3 is accepted, this means that the better the feature, the higher the purchase decision at Zalora. Relationship marketing, influencer marketing and features have a positive and significant simultaneous effect on purchasing decisions at Zalora. This can be proven through the results of the simultaneous significant test (f-test) which is shown from the results of the $F_{count} = 36,305$ and the significance value = 0,000. This means that the better the relationship marketing, influencer marketing and features, the better the purchase decision will be at Zalora.

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