

# The Effect of Online Marketing and Price Perception of Purchase Decisions (Case Study at Medan Aidilia Os Shop)

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## ABSTRACT

The development of information and communication technology has made a shift in consumer shopping behavior from offline stores to online sales in Indonesia, one of which is marked by the growth of online sales that are experiencing a significant increase. One of the factors that influence consumers in buying a product is a marketing system and price perception. If online marketing continues and the price offered is lower than its competitors, consumers will buy more products at the store. Therefore, in this study the authors use online marketing and price perception as independent variables and purchasing decisions as the dependent variable.

In this study the method used is a quantitative method with an associative approach. In this research, the population is the consumers of Toko Aidilia Os Medan. The method of sampling in this study used probability sampling techniques with a simple random sampling approach of 60 respondents. Data collection is done by distributing questionnaires to respondents. In this study using data analysis techniques, namely: validity test, reliability test, classic assumption test, multiple linear regression analysis, t test, F test, and the coefficient of determination test (R<sup>2</sup>), which is operated through the SPSS 16 program.

The results of the t test study of online marketing variables t value 4.281 > t table 2.001 means that online marketing has an influence on purchasing decisions and the perception of price variable t value 5.246 > t table 2.001 means that price perception has an effect on purchasing decisions. F test of online marketing variables and price perception F value calculated 29.342 > F table 3.23 shows that online marketing and price perception together influence the purchase decision. The coefficient of determination (R<sup>2</sup>) of 0.507 indicates that online marketing variables and price perception affect purchasing decisions by 50.7% and the remaining 49.3% is influenced by other factors not included in this study. The conclusion of the research results shows that online marketing has a significant effect on purchasing decisions and price perceptions have a significant effect on purchasing decisions, Simultaneously online marketing and price perceptions have a significant effect on purchasing decisions.

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**KEYWORDS:** Online Marketing, Price Perception, Purchasing Decisions

## 1. Background

The level of competition in the business world is getting tougher and the use of technology for trading activities is also developing quite rapidly. Almost everyone has internet access and a mobile phone. Social networking sites become the most popular sites. Online marketing has experienced dramatic developments in the past few decades. Communication and information technology such as the internet is one of the social media that can be used to connect between producers and consumers. Therefore, companies must implement appropriate marketing strategies to assess market needs so that they can achieve the targets and targets set by the company in increasing company sales, by creating online shopping in a marketing strategy.

Online marketing is a business that is done online by using internet media as a marketing medium for products and services. As an entrepreneur in addition to online marketing,

a review of price perceptions is also increasingly important, because each price set by the entrepreneur will result in different levels of demand for the product. In most cases, the demand and price are inversely proportional, ie the higher the price, the lower the demand for a product. And vice versa, the lower the price, the higher the demand for a product (Kotler, 2009). Therefore, the right pricing needs to get the most attention from entrepreneurs.

Seeing this, entrepreneurs must really understand in setting prices for the products they offer, because entrepreneurs must be able to check the prices of competitors at any time, not to make the prices they make more expensive than the prices of their competitors. In addition to paying attention to prices from the consumer's point of view, the entrepreneur's point of view is also closely related to the desired profit target of the entrepreneur.

The decision to make a purchase is a very complex thing that occurs through a very long process. One factor customers are interested in making purchasing decisions is marketing and price. Today's consumers are very sensitive to the marketing and price of a product. Basically the decision also always arises from curiosity of the need for a product, either in the form of goods or services. Some factors that can influence purchasing decisions can be controlled by the seller, but there are other factors that cannot be controlled.

## 2. Problem Formulation

Based on the background described above, the formulation of the problem is as follows:

- a. Is there an influence of online marketing on purchasing decisions at Aidilia Os Medan stores?
- b. Is there any effect of price perception on purchasing decisions at Aidilia Os Medan stores?
- c. Is there an influence of online marketing and price perception on purchasing decisions at Aidilia Os Medan stores?

## 3. Research Objectives

Based on the background that has been explained is supported by the formulation of the problem, the research objectives are as follows:

- a. To determine the effect of online marketing on purchasing decisions at the Medan Aidilia Os store.
- b. To determine the effect of price perception on purchasing decisions at Aidilia Os Medan store.
- c. To determine the effect of online marketing and price perceptions on purchasing decisions at Medan Aidilia Os stores.

## 4. Research Benefits

There are several benefits obtained in conducting research activities are as follows:

### A. For Researchers

1. As a vehicle to deepen knowledge while studying at the LMII Medan College of Economics and to expand marketing management knowledge, especially online marketing and price perceptions of purchasing decisions.
2. To complete the requirements of obtaining a bachelor's degree in economics at the Strata-1 Management program at the LMII Medan College of Economics.

### B. For Aidilia OS Stores

the results of this study are expected to be useful and made into consideration in motivating to overcome competitors entering and increasing marketing and store sales.

### C. For Readers

Providing benefits for those who will study or discuss marketing and its problems, this research is expected to be used as reference material in an effort to expand knowledge in marketing management, especially online marketing and price perception. As a means of information and material for comparison for the reader to raise the same research problems in the future.

## 5. Marketing

Kotler and Armstrong, 2012, stated the notion of marketing as a process in which a company creates customer value and builds strong relationships with customers with the aim of being able to obtain value back from customers.

## 6. Online Marketing

Mulyono, 2017, stated that online marketing is to conduct sellers' activities from finding potential buyers to offering products or goods by utilizing an internet network that is supported by a set of electronic devices as a liaison with the internet network.

According to Kotler and Armstrong, 2012, the notion of online marketing is a company's business to market products and services and build customer relationships through the internet.

## 7. Price Perception

Kotler and Armstrong, 2010, stated the price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the amount of benefits by owning or using a product or service.

Kusdyah, 2012, price perception becomes a consumer's judgment about the comparison of the magnitude of sacrifice with what will be obtained from products and services.

Kotler, 2008, stated that price perception is the tendency of consumers to use prices in providing an assessment of the suitability of product benefits.

## 8. Purchase Decision

Kotler and Keller, 2012, stated that purchasing decisions there are several elements of concern and consideration of consumers in making purchasing decisions, namely: product choice, brand choice, dealer choice, time of purchase, number of purchases, and payment methods.

According to Kotler and Armstrong, 2008, that purchasing decisions are the stages in the buying decision process of buyers where consumers actually buy.

## 9. Prior Researchers

1. Research Achmad Jamaludin et al. (2015), the results of this study indicate that simultaneously the independent variables Online Promotion and Price Perception have a significant effect on the dependent variable, the Purchase Decision. Partially, it can be seen from the results of the t test that show that the Online Promotion variable has a significance level of  $0,000 < 0.05$ . While the Price Perception variable has a significance level of  $0,000 < 0.05$ . Based on these calculations, it can be concluded that partially Online Promotion and Price Perception have a significant influence on Purchasing Decisions.
2. Research by Amelia Rahmi and Moris Adidi Yogia, Female Students and Lecturers of the Business Administration Study Program at the Faculty of Social and Political Sciences, UIR (2016), using t test, it can be seen that the Online Marketing variable shows that the Online Marketing variable has a value of  $t_{count} > t_{table}$  ( $5,550 > 1,972$ ) and with a significance value of  $0.00 < 0.05$ . Thus, it can be concluded that  $H_a$  is accepted or in other words the Online Marketing variable significantly influences the Purchasing Decision of Fashion Products by FISIPOL Students of Riau Islamic University.
3. Research Khoerul Wahyudin and N. Rachma, 2017, In the F test the significance value  $<$  compared to  $0.05$ , where in the analysis obtained by  $0.044$ , then accepting  $H_i$  and rejecting  $H_o$ , meaning that the F Test shows that

all independent variables simultaneously influence significant to the purchasing decision on Three Second. In the t test, it can be seen that the variable of marketing influence via online partially has a positive and not significant effect on purchasing decisions and the variable price perception partially has a negative and significant effect on purchasing decisions.

4. Lancarya Prastowo research (2016), the results of data analysis showed that the regression coefficient value of the online promotion variable (X1) was 0.468 with a significance value of 0.000. This means that online promotion has a positive and significant effect on purchasing decisions.
5. Juhaeri Research, 2014, The results of research on online marketing variables (X1) have a positive effect on purchasing decisions (Y) with a coefficient value of 0.409. Which means that if the on-line marketing variable (X1) increases by one unit assuming the price variable (X) and service variable (X3) are fixed, then the purchasing decision will increase by 0.409. Price variable (X2) has a positive effect on purchasing decisions (Y) with a coefficient value of 0.129. Which means that if the price variable (X2) increases by one unit assuming the on-line marketing variable (X1) and the service variable (X3) are fixed, the purchasing decision (Y) will increase by 0.129. Service variable (X3) has a positive effect on purchasing decisions (Y) with a coefficient value of 0.779. Which means that if the service variable (X3) increases by one unit assuming the on-line marketing variable (X1) and the price variable (X2) are fixed, the purchasing decision (Y) will increase by 0.779. prove that online marketing, prices and services have a positive and significant effect on purchasing decisions.
6. Research Carli Bernardo Harlomoan et al, 2015, explained the results of his research that based on the t test where for the price perception variable obtained t value was 4.225 while t table at a significant level of 0.000 (<0.05) amounted to 3.17 it could be called a perception Price influences purchasing decisions. In the product promotion variable t arithmetic is 5,085 results of a significant test level of 0,000 (<0.05) it can be mentioned product promotion affects the purchasing decision. In the results of this study there is a significant positive effect of price perception and promotion on consumer purchasing decisions
7. Anita B. Wandanaya's research, 2012, on "The Effect of Online Marketing on Product Purchasing Decisions (case studies on students of STMIK Raharja - Tangerang)", shows that online marketing has many advantages and can increase sales volume, and can influence purchasing decisions.
8. Research Iik Khoernnikmah and Agus Widarko, 2018, explained the results of t-test from online marketing to 4 variables, (1) Online interactivity variable. The t-test results about Online interactivity (X1) on purchasing decisions (Y) resulted in a tcount of 0.203 with a value of significance of 0.840. Significance value is greater than 0.05, it means, Online interactivity variable is partially accepted or significantly influences the purchase decision. (2) Personal Relevance Variables The t-test results regarding the influence of Personal Relevance (X2) on the purchase decision (Y) produce a t-value of -1,584 with a significant value of 0.118. Because the significance value is greater than 0.05, it means, the

Personal Relevance variable is partially accepted or significantly influences the purchase decision. (3) Message Variables T test results regarding the effect of Message (X3) on purchasing decisions (Y) produce a tcount of 3.333 with a significant value of 0.001. Because the significant value is less than 0.05, it means that Message variable is not partially received or does not have a significant effect on purchasing decisions. (4) Variable Brand Familiarity The results of t test regarding the effect of Brand Familiarity (X4) on the purchase decision (Y) resulted in a tcount of 2.142 with a significant value of 0.036. Because the significant value is less than 0.05, it means, the Brand Familiarity variable does not have a significant relationship partially on the purchase decision. shows the results that online promotions compiled by personal online relevance, interactivity, online messag, brand familiarity have a simultaneous and partial influence on furniture purchasing decisions at Sinar Muda Busa Furniture.

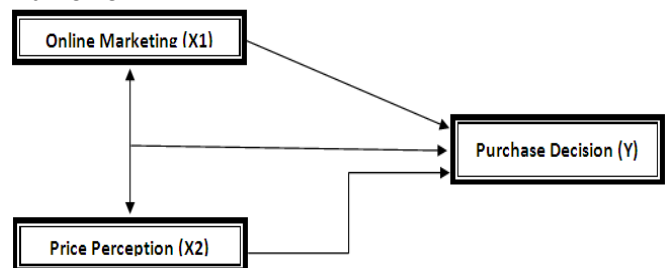
9. Research by Ahmad Yulizar and Dra. Apriatni EP, M.Sc, 2015, The results of his research are based on the calculation of the value of  $t = (4.915) < t \text{ table } (1.9845)$ , so that the first hypothesis that reads "It is suspected that there is an effect of price (X1) on purchasing decisions (Y) of Acer brand laptops "Accepted, the results of the calculation of the value of  $t = (4.927) < t \text{ table } (1.9845)$ , so that the second hypothesis that reads "It is suspected that there is an influence of promotion (X2) on the purchasing decision (Y) of Acer brand laptops ". These results indicate that price, product quality, promotion, and reference groups have a significant influence on purchasing decision making.
10. Nur Laili Hidayati's research, 2018, About "The Effect of Viral Marketing, Online Consumer Reviews and Prices on Shopee Purchasing Decisions in Surabaya", the results of this study indicate that simultaneous viral maketing, online consumer reviews and prices have a positive and significant effect on purchasing decisions Shopee in Surabaya.

### 10. Thinking Framework

The framework of thought is a temporary explanation relating to the problem being studied.

Melva and Togu Harlen, 2011, stated that the framework of thought is the rationale or logic of thinking when trying to do a research which as a whole must still refer to the literature or reading materials needed to help the scholarship of a research that will be produced.

### Framework



### 11. Premise

The premise is as a foundation that is believed to be true and is used to draw conclusions that can be accepted by others. The premise is also the basis for the formation of theories



and research results relating to research being conducted by researchers, among others:

#### Premise 1

Achmad Jamaludin et al (2015) explained that the results of the online promotion variable (X1) and price perception (X2) had a simultaneous effect on purchasing decisions (Y) for Aryka Shop customers in Malang City.

#### Premise 2

Amelia Rahmi and Moris Adidi Yogya Students and Lecturers of the Business Administration Study Program at the Faculty of Social and Political Sciences, UIR (2016), explained that the results showed a close relationship between online marketing variables (X) and purchasing decisions (Y).

#### Premise 3

Khoerul Wahyudin and N. Rachma (2017), Explain that simultaneously the results of marketing variables via online (X1) and price perception (X2) have a significant effect on purchasing decisions (Y) on Three Second Products.

#### Premise 4

Lancarya Prastowo (2016), explained that the results of online promotion (X) had a positive and significant effect on purchasing decisions (Y) of Sun Travel consumers in Purworejo City.

#### Premise 5

Juhaeri (2014), explains on-line marketing (X1), price (X2), and service (X3), together have a positive and significant influence on purchasing decisions (Y) on the website [www.pagarkanopi.com](http://www.pagarkanopi.com).

#### Premise 6

Carli Bernardo Harlomoan et al (2015), explained that the results of the research variables had a significant positive effect on price perception (X1) and promotion (X2) on the purchasing decision (Y) of consumers of Enervon-C Products.

#### Premise 7

Anita B. Wandanaya (2012), explained that online marketing (X) has many advantages and can increase sales volume and can influence purchasing decisions (Y) of a product on internet users.

#### Premise 8

Iik Khoernikmah and Agus Widarko (2018), explained the results of research on online promotion variables (X) composed by personal online relevance, interactivity, message online, brand familiarity simultaneously influencing the purchasing decision (Y) of the Sinar Muda Busa furniture.

#### Premise 9

Ahmad Yulizar and Dra. Apriatni EP, M.Sc. (2015), explains the results of the study that the price variable (X1) product quality (X2), promotion (X3) has a significant influence on the purchase decision (Y) of the Acer Leptop Brand.

#### Premise 10

Nur Laili Hidayati (2018), explained that the results of the study of viral marketing variables (X1), online consumer reviews (X2) and price (X3) had a positive and significant effect on purchasing decisions (Y) Shopee in Surabaya.

## 12. Hypothesis

In this study the researcher presents a hypothetical model to make it easier to understand the problem being studied.

The hypotheses in this study are:

1. There is a positive and significant influence between Online Marketing variables on Purchasing Decisions.
2. There is a positive and significant influence between the Price Perception variable on the Purchasing Decision.
3. There is a positive and significant effect between the variables of Online Marketing and Price Perception on Purchasing Decisions.

## 13. Research Methodology

### 13.1. Research Forms

The research method used in this study is a quantitative method with an associative approach that aims to determine the relationship between two or more variables. Quantitative research is research by obtaining data in the form of numerical data or qualitative data (Sugiyono, 2010).

### 13.2. Research Location and Time

The research location was a clothing store named Toko Aidilia OS Medan, located on Bejo Street, Gg. Ridho no 41, Percut Sei Tuan, Medan. The time of the study is 3 months from July 2019 to September 2019.

### 13.3. Population and sample

Population is a number of individuals who are in a place that is the object of doing research. According to Melva Sitanggang and Togu Harlen, 2011, states that the population is the whole unit of objects or subjects related to research and certainly in accordance with the number of problems at the place of doing research on the problems that occur. Based on the meaning of the population, in this study the population is the consumers of Toko Aidilia OS in Medan and through online media with a population of 240 people.

According to Melva and Togu Harlen, 2011, stated that the sample is a portion of the population that is the unit of analysis in conducting research for someone in solving research problems that are happening in the field. conduct research. The sampling technique of this study used a probability sampling technique with a simple random sampling approach. To calculate the number of samples from the population, the researchers used the sampling formula proposed by Suharsimi Arikunto, 2017, stating that "If the number of respondents is less than 100, all samples are taken, whereas if the number of respondents is more than 100 then the sampling is 10% - 15% or 20% - 25% or more".

Based on this opinion, the sampling in this study is 25% of the total population because the population exceeds 100, 240 people. For that  $240 \times 25\% = 60$ , the number of samples in this study were 60 respondents.

### 13.4. Data Collection Techniques

The techniques used in this study are:

#### 1. Primary Data

Primary data is data obtained directly from empirical direct research results from those directly involved using certain data collection techniques (Sugiyono, 2010). Primary data collection techniques used in this study are:

- a. Data was obtained directly from respondents using a questionnaire distributed to Indomaret Beringin Tembung customers.
- b. Data obtained from the results of observation, namely data collection through direct observation activities.

Secondary data collection techniques used in this study, namely:

**a. Literature Study and Documentation Study**

This research is carried out by reading and learning about topics related to the problems discussed. Data collection using written notes or documentation, pictures, or other objects related to the phenomenon under study.

**2. Secondary Data**

Secondary data is data obtained from other parties or research results of other parties (Sugiyono, 2010).

**14. Research Results and Discussion**

**14.1. Validity Test Results**

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
O.Marketing 1	125.97	94.585	.523	.943
O.Marketing 2	126.23	95.220	.413	.944
O.Marketing 3	126.13	94.189	.517	.943
O.Marketing 4	126.30	92.562	.714	.941
O.Marketing 5	126.30	92.562	.714	.941
O.Marketing 6	126.27	95.030	.439	.944
O.Marketing 7	126.27	95.513	.388	.944
O.Marketing 8	126.17	94.351	.499	.943
P.Perception 1	126.27	93.099	.505	.944
P.Perception 2	126.30	92.562	.714	.941
P.Perception 3	126.17	94.144	.521	.943
P.Perception 4	126.20	95.683	.363	.945
P.Perception 5	126.57	93.357	.556	.943
P.Perception 6	126.47	92.878	.535	.943
P.Perception 7	126.50	93.224	.522	.943
P.Perception 8	126.27	93.375	.614	.942
P.Perception 9	126.33	91.402	.750	.941
P.Perception 10	126.33	91.402	.750	.941
P.Perception 11	126.33	91.402	.750	.941
P.Decision 1	126.37	90.585	.688	.941
P.Decision 2	126.47	93.499	.480	.944
P.Decision 3	126.33	91.402	.750	.941
P.Decision 4	126.53	93.913	.429	.944
P.Decision 5	126.17	95.247	.406	.944
P.Decision 6	126.30	92.562	.714	.941
P.Decision 7	126.30	92.562	.714	.941
P.Decision 8	126.30	92.562	.714	.941
P.Decision 9	126.53	94.120	.460	.944
P.Decision 10	126.33	91.402	.750	.941
P.Decision 11	126.33	91.402	.750	.941

Based on the results of spss 16 program output in the *Item-Total Statistics* table, it can be seen that the *Corrected Item-Total Correlation* value is greater than r table of 0.361. Thus it means that the value of each statement's attributes is greater than 0.361 so that it can be concluded that the statement is valid.

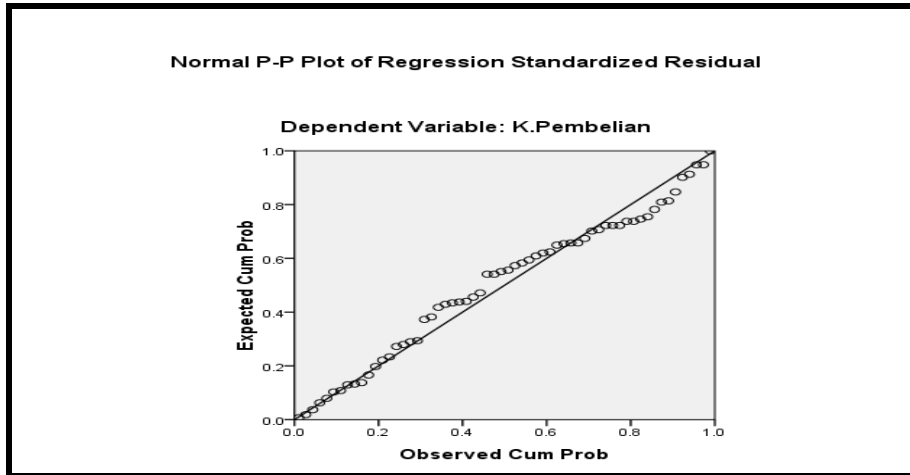
**14.2. Reliability Test Results**

Reliability Statistics	
Cronbach's Alpha	N of Items
.944	30

Based on the results of the spss 16 program output in the *Reliability Statistics* table it can be seen that the *Cronbach's Alpha* value is 0.944 which means it is greater than 0.60. Thus it can be concluded that the measuring instrument is reliable.

### 14.3. Classic Assumption Test Results

#### 14.3.1. Normality test



Based on the results of the SPSS 16 output program in the *P-P Normal Plot Of Regression Standartdized Residual* image, it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line which shows the normal distribution pattern so that the normality test is fulfilled.

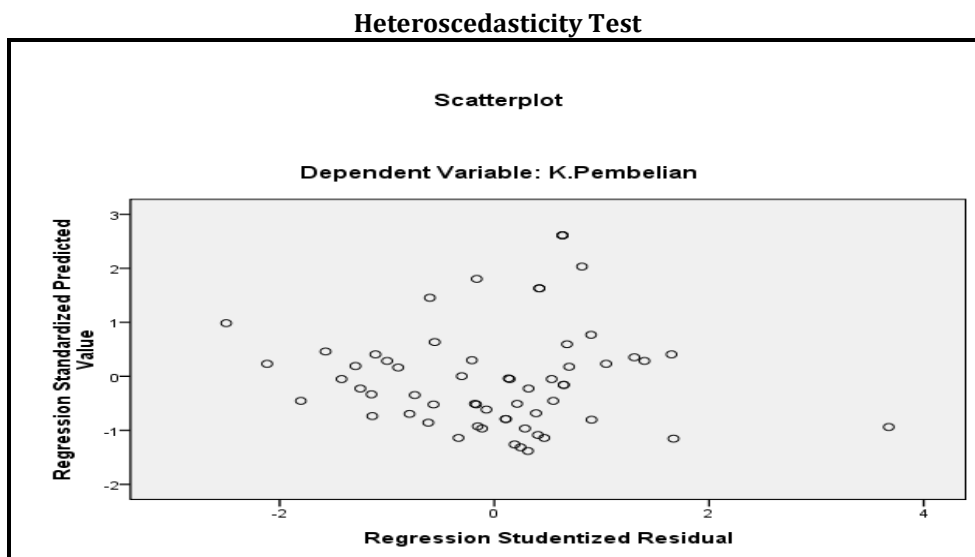
#### 14.3.2. Multicollinearity Test

Model		Coefficients <sup>a</sup>					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1	(Constant)	5.265	5.569		.946	.348		
	O.Marketing	.588	.137	.408	4.281	.000	.951	1.052
	P.Perseption	.449	.086	.500	5.246	.000	.951	1.052

**Dependent Variable: P. Decision**

Based on the outputs of the spss 16 program in the *Coefficients* table, it can be seen in the *Collinearity Statistics* that all VIF values <10, this means that there is no multicollinearity. So it can be concluded that the multicollinearity test results are met.

#### 14.3.3. Heteroscedasticity Test.



Based on the output of the 16th spss program in the *Scatterplot* image, it can be seen that there was no heteroscedasticity because the distribution of points in the *plot* did not show any clear patterns so that it can be concluded that the heteroscedasticity test was fulfilled.

**14.4. Multiple Linear Regression Results**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.265	5.569		.946	.348		
	O.Marketing	.588	.137	.408	4.281	.000	.951	1.052
	P.Perseption	.449	.086	.500	5.246	.000	.951	1.052

**Dependent Variable: P. Decision**

$$Y = a + B1X1 + B2X2$$

Based on the results of the spss 16 program output on the coefficients describing the regression equation:

$$Y = 5.265 + 0.588X1 + 0.449X2$$

Where :

a: The constant number of Unstandardized Coefficients is 5,265.

B1: The first regression coefficient number at X1 (online marketing) is 0.588.

B2: The first regression coefficient number at X2 (Price perception) is 0.449.

**14.5. Hypothesis Results**

**14.5.1. The Effect of Online Marketing (X1) on Purchasing Decisions (Y)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.265	5.569		.946	.348		
	O.Marketing	.588	.137	.408	4.281	.000	.951	1.052
	P.Perseption	.449	.086	.500	5.246	.000	.951	1.052

**Dependent Variable: P.Decision**

Based on the outputs of the SPSS 16 program in the *Coefficients* table for the first regression coefficient the online marketing variable shows the result of the t value of 4.281 > t table of 2.001 so that H0 is rejected and H1 is accepted. This means that there is a significant influence of online marketing on purchasing decisions.

**14.5.2. Effect of Price Perception (X2) on Purchasing Decisions (Y)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.265	5.569		.946	.348		
	O.Marketing	.588	.137	.408	4.281	.000	.951	1.052
	P.Perseption	.449	.086	.500	5.246	.000	.951	1.052

**Dependent Variable: P.Decision**

Based on the output of the 16th spss program in the *Coefficients* table for the second regression coefficient, the price perception variable shows the results of the t value of 5.246 > t table of 2.001 so that H0 is rejected H1 is accepted. This means that there is a significant influence of price perception on purchasing decisions.

**14.5.3. Effect of Online Marketing (X1) and Price Perception (X2) on Purchasing Decisions (Y)**

**ANOVA<sup>b</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	389.959	2	194.980	29.342	.000a
	Residual	378.774	57	6.645		
	Total	768.733	59			

**a. Predictors: (Constant), P. Perception, O. Marketing**

**b. Dependent Variable: P. Decision**

Based on the outputs of the spss 16 program on *Anova* tabel, the calculated F value is 29.342 > F table is 3.23 so H0 is rejected and H1 is accepted. This means that the free variable of online marketing and price perception together influence the dependent variable of purchasing decisions.

**14.6. Coefficient of Determination R2**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712a	.507	.490	2.578

a. Predictors: (Constant), P.Perception, O.Marketing

b. Dependent Variable: P.Decision

Based on the results of the output program spss 16 in the *Model Summary* table shows the value of R Square of 0.507 or 50.7%. This means that the independent variable of online marketing and price perception affect the dependent variable of purchasing decisions by 50.7% and the remaining 49.3% is influenced by other factors not included in this study.

**15. Discussion**

To see the effect of independent variables, namely: online marketing (X1), price perception (X2), on the dependent variable, namely: purchasing decisions(Y).

1. Online marketing has a positive and significant effect on purchasing decisions.
2. Price perception has a positive and significant effect on purchasing decisions.
3. Online marketing and price perception have a positive and significant effect on purchasing decisions.

The first regression result of online marketing variable was 4,281 with a significance value of 2,001 so that H0 was rejected and H1 was accepted. The results of the second regression of the price perception variable was 5.246 with a significance value of 2.001 so that H0 was rejected H1 was accepted. The results of the first regression and second regression on the independent variable online marketing and price perception affect the dependent variable of purchasing decisions by 29,342 with a significance value of 3.23. This means that the free variable of online marketing and price perception together influence the dependent variable of purchasing decisions.

**16. Conclusions**

Based on the discussion of the previous chapter and the results of data processing that have been carried out in this study which aims to find out "The Effect of Online Marketing and Price Perception on Purchasing Decisions of Case Studies at Aidilia Os Medan Stores". Then the following conclusions are obtained:

- A. Based on the results of data analysis, it is known that the value of  $t_{\text{arithmetic}} 4.281 > t_{\text{table}} 2.001$ , so it can be concluded that there is a positive and significant influence between online marketing on purchasing decisions.
- B. Based on the results of data analysis, it is known that the value of  $t_{\text{arithmetic}} 5.246 > t_{\text{table}} 2.001$ , so it can be concluded that there is a positive and significant influence between price perceptions on purchasing decisions.
- C. Based on the results of data analysis, it is known that the calculated F value of  $29.342 > F_{\text{table}} 3.23$ , so it can be concluded that online marketing and price perception together have a positive and significant effect on purchasing decisions.
- D. Based on the test results of the coefficient of determination (R2) obtained R Square value of 0.507, this means that online marketing and price perception affect the purchase decision of 50.7%.

**17. Suggestion**

After conducting research, discussion, and drawing conclusions obtained from the results of the study, the authors as researchers provide suggestions relating to the research that has been done to be used as input and material useful considerations for interested parties, as follows:

**1. For the Aidilia Os Shop in Medan**

- A. Based on the results of research that has been done it can be seen that online marketing and price perception together influence the purchasing decision. Aidilia Os Medan store must continue to improve marketing and promotion of its products so that consumers continue to grow to make purchasing decisions.
- B. Toko Aidilia Os Medan needs to maintain a fixed price so far because affordable prices will attract consumers and influence consumers to make purchasing decisions.

**2. For Further Researchers**

The next researcher is expected to be able to develop this research by examining other factors more deeply that can influence the factors arising from purchasing decisions for better research results going forward.

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