

## The Influence Of E-Marketing Mix on Consumer Purchasing Decisions of E-Commerce Users

Sheila Nabila<sup>1</sup>, Hamid Halin<sup>2</sup>, Shafiera Lazurni<sup>3</sup>

<sup>123</sup>Prodi Manajemen, Fakultas Ekonomi, Universitas Indo Global Mandiri Palembang

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### ABSTRACT

This study aims to determine whether there is an effect of E-Marketing Mix on Purchase Decisions in E-Commerce (Shopee, Tokopedia, and Lazada). This research is a descriptive quantitative research. There were 433 samples in the study using the slovin formula. The sample technique in this study used a purposive sampling technique. This research method uses multiple linear regression analysis with the help of the Statistical Product and Service Solution (SPSS) computer program version 24. Based on the research data the results of the multiple linear regression coefficient test obtained the final equation, namely  $Y = 1.490 + 0.563X_1 + 0.279X_2 + 0.708X_3 + 0.615X_4 + 0.018X_5 + 0.134X_6 + 0.798 X_7 + e$ . Based on the results of the t test or partially where Product (X1) with a significant value of  $0.000 < 0.05$  Price (X2) with a significant value of  $0.000 < 0.05$  Place (X3) with a significant value of  $0.000 < 0.05$  Promotion (X4) Process (X5) with a significant value of  $0.000 < 0.05$  with a significant value of  $0.000 < 0.05$  People (X6) with a significant value of  $0.000 < 0.05$  Physical Evidence (X7) with a significant value of  $0.000 < 0.05$ , which means that it can be said that the variable independent significant effect on the dependent variable. the variables studied have an influence on purchasing decisions. the results of the F test can be said to be  $0.000 < 0.05$ , which means Ho.

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### Corresponding Author:

**Sheila Nabila**

Prodi Manajemen,  
Universitas Indo Global Mandiri Palembang  
Jalan Jenderal Sudirman No 629 KM 4 30128 Palembang South Sumatra, Indonesia  
Email: [nabilashella75@gmail.com](mailto:nabilashella75@gmail.com)

### 1. INTRODUCTION

In this era, technological developments are growing from year to year. This increasingly sophisticated technological development makes producers think of strategies to market their products by utilizing technology (Annisa & Setiawan, 2020). Currently, most manufacturers utilize technology by marketing their products through E-Commerce and Social Media. However, this makes people confused in deciding which one to buy (Witarisma, 2021). Market competition in Indonesia is very tight because every manufacturer tries to increase sales and add new

consumers. Companies carry out various new strategies to achieve their goals. Due to fierce competition, and also the goods that producers sell are similar, consumers choose an item based on product identity, price, product quality, and promotion of the product itself.

In competitive conditions, it is very dangerous for a company to rely solely on existing products without certain efforts to develop them. Therefore, every company in maintaining and increasing its sales and market share, needs to make efforts to improve and change the products produced for the better, so that they can provide greater usability and satisfying power and attractiveness. Product strategy in this case is to determine how and provide the right product for the intended market, so as to satisfy its consumers and at the same time increase company profits in the long term, through increased sales and increased market share (Setyo Hendriyanto & Saputro, 2023).

Price represents a product value or the value of money spent by consumers in order to get the product or service they buy to meet their needs and desires. Price is a major factor in determining product positioning and must be decided in accordance with the target market, product assortment mix, services, and company competitors (Rahman & Kunaifi, 2022). Price is a very important component in the definition of the marketing mix. Prices always help shape product perceptions in the eyes of consumers. Pricing is always a problem for every company because this pricing is not the absolute power or authority of an entrepreneur. In today's increasingly sharp competition, which is especially pronounced in the buyers' market, the role of price is very important, especially to maintain and improve the company's position in the market, which is reflected in the company's market share, in addition to the company's market share. increase sales and company profits.

Place is a place as a place where products are provided. A good location is certainly easy to reach without requiring a large fee or a long time to reach it (Mulyandi & Sani, 2020). Place as a distribution channel, or the network chain where the product reaches consumers. Distribution is the channel used by producers to distribute these products from producers to consumers or the user industry. Location is a location to serve consumers, it can also be interpreted as a location to display trade goods. Consumers can directly see the goods produced or sold, both the type, quantity, and price (Dewantoro, 2020).

Information about product benefits and features, reasonable prices, and easy accessibility requires effective and efficient communication to bring to the target audience and inspire action. A promotional strategy is needed to maximize the success of the communication. A product may be useful but if it is not known by consumers, then the product will not be known for its benefits and may not be purchased by consumers. Therefore, companies must try to influence consumers, to create demand for products, then develop them. These efforts can be carried out through promotional activities, which are one of the references or marketing mix, (Mulyandi & Sani, 2020).

Process is a series of systems in the organization to influence service delivery. This means that the marketer must ensure that he has a well-designed process to minimize costs. This will encourage accelerated business growth. Minimize costs and maximize profits (Pelengkahu et al., 2023).

People research is described as the targeted market and the people directly related to the business. This component can be interpreted as the role of human resources within the company in delivering goods and services that can influence consumer perceptions (Adhaghassani, 2016). People who have an orientation towards consumers will focus on showing personal attention, care, courtesy and fast response (Akhiri, 2019). Company employees include people who are very important in marketing, because they will provide services to consumers. The process is the operation of inputs and outputs from producers to consumers. The process also describes the method and sequence in service and creates the value promised to customers by serving the requests of each customer (Dewantoro, 2020). Physical Evidence refers to the physical appearance of a place of business ranging from buildings, to interior design, such as color, spatial arrangement, furniture selection to the appearance of employees (Khotimah & Jalari, 2021). In E-commerce, physical evidence refers to the appearance of the store on the website and the appearance of the products provided.

Physical appearance is something that must be considered because it is directly related to the buyer's perception of the store. A place of business with an attractive and comfortable interior design will certainly make consumers feel at home in it (Pelengkahu et al., 2023).

Purchasing decisions are thoughts where individuals evaluate various choices and decide on a product among many choices. Purchasing decisions are the result of consumer behavior from a series of previous steps taken to buy a product, of course. The series of steps are recognition of information search needs, evaluation of alternatives, decisions purchase, behavior after purchase (Musfar, 2020).

Research conducted by (Mulyandi & Sani, 2020), entitled *The Effect of E-Marketing Mix on Consumer Purchase Interest (Case Study on E-Commerce in Indonesia)* states that Product, People, Process and Physical Evidence have a significant influence on consumer buying interest. While Place, Price, Promotion have no significant effect on consumer buying interest and E-Marketing simultaneously has a significant influence on consumer buying interest. Research conducted by (Khotimah & Jalari, 2021), entitled *Testing Marketing Mix on Shopee Purchasing Decisions in Sukoharjo*. states that Product, Promotion, Process, and Physical Evidence have a positive and significant effect on shopee purchasing decisions in Sukoharjo. Meanwhile, price and place have a positive but insignificant effect on shopee purchasing decisions in Sukoharjo. People have no effect on shopee purchasing decisions in Sukoharjo.

Research conducted (Ernawati, 2021), entitled *Analysis of the Effect of Promotion, Price, and Brand Image on Purchasing Decisions on the Zalora E-Commerce Site in Jakarta*. Stating that promotion and brand image have a significant effect on zalora E-Commerce purchasing decisions. While price has no significant effect on zalora E-Commerce purchasing decisions. Research conducted by (Witarisma, 2021) entitled *Analysis of the Effect of Service Quality, Price and Promotion on Purchasing Decisions at E-Commerce Shopee* states that service quality, price and promotion have a significant effect on purchasing decisions at E-Commerce Shopee.

Research conducted by (Pelengkahu et al., 2023) entitled *The Effect of Promotion, Physical Evidence, Digital Marketing Prices on Purchasing Decisions at E-Commerce Shopee in Manado City*. Stating that promotion, price and physical evidence have a positive and significant effect on purchasing decisions at E-Commerce shopee. E-Commerce itself has a simple appearance and features that make it easier for consumers to make transactions. In addition, E-Commerce provides various payment methods that can make it easier for consumers.

## **2. RESEARCH METHOD**

In this study, the research method uses quantitative data types. The data sources used in this study are primary data and secondary data. Primary data is basic information specifically to respondents by distributing questionnaires. Secondary data is information collected from existing data including previous research. Data collection methods with questionnaires.

The population in this study were all E-Commerce user students at the Faculty of Management Economics in the 2019-2022 batch of UIGM Palembang, totaling 433 people. the sample that can be taken from a large population is 208 people.

## **3. RESULT AND DISCUSSION**

### **Data Analysis**

#### **Validity test**

The validity test in this study was submitted to 208 respondents as a trial questionnaire. The testing technique uses SPSS V24. With a significant 5%, the  $r$  table  $df = n-2$ , with  $n = 208$  and  $r$  table  $= n-2 = 208$  (5% confidence level) = 0.135. The level of validity of the indicator or questionnaire with the provisions of  $r_{count} > r_{table}$  which means valid, while  $r_{count} < r_{table}$  which means invalid. In table 1 is the result of the validity test of each indicator (Ghozali, 2018).

**Table 1.** Product Variable Validity Test Results (X1)

No	R count	R table	Description
1	0,667	0,135	Valid
2	0,636	0,135	Valid
3	0,566	0,135	Valid
4	0,549	0,135	Valid
5	0,714	0,135	Valid

Source of data processed spss V24

Based on table 3 above, it is known that all product statements  $r_{count} > r_{table}$ , therefore it can be concluded that all statements for the halal label are declared valid.

**Table 2.** Price Variable Validity Test Results (X2)

No	R count	R table	Description
1	0,373	0,135	Valid
2	0,660	0,135	Valid
3	0,643	0,135	Valid
4	0,751	0,135	Valid
5	0,710	0,135	Valid

Source of data processed Spss V24 Output (2022)

Based on table 2, it is known that all price statements  $r_{count} > r_{table}$ , therefore it can be concluded that all statements for brand image are declared valid.

**Table 3.** Place Variable Validity Test(X3)

Question Item	r count	r table	Description
1	0,284	0,200	Valid
2	0,737	0,200	Valid
3	0,650	0,200	Valid
4	0,701	0,200	Valid
5	0,806	0,200	Valid

Source of data processed Spss V24 Output (2022)

Based on table 3, it can be seen that all place statements  $r_{count} > r_{table}$ , therefore it can be concluded that all questions for purchasing decisions are valid.

**Table 4.** Promotion Variable Validity Test Results (X4)

No	R count	R table	Description
1	0,811	0,135	Valid
2	0,479	0,135	Valid
3	0,443	0,135	Valid
4	0,811	0,135	Valid
5	0,607	0,135	Valid

Source of data processed Spss V24 Output (2022)

Based on table 4, it can be seen that all promotion statements  $r_{count} > r_{table}$ , therefore it can be concluded that all questions for purchasing decisions are valid.

**Table 5.** Process Variable Validity Test Results (X5)

No	R count	R table	Description
1	0,460	0,135	Valid
2	0,616	0,135	Valid
3	0,701	0,135	Valid
4	0,730	0,135	Valid
5	0,663	0,135	Valid

Source of data processed Spss V24 Output (2022)

Based on table 5, it can be seen that all process statements  $r_{count} > r_{table}$ , therefore it can be concluded that all questions for purchasing decisions are valid.

**Table 6.** People Variable Validity Test Results (X6)

No	R count	R table	Description
1	0,595	0,135	Valid
2	0,779	0,135	Valid
3	0,671	0,135	Valid
4	0,673	0,135	Valid
5	0,518	0,135	Valid

Source of data processed Spss V24 Output (2022)

Based on table 6, it can be seen that all people  $r_{count} > r_{table}$  statements, therefore it can be concluded that all questions for purchasing decisions are valid.

**Table 7.** Physical Evidence Variable Validity Test Results (X7)

No	R count	R table	Description
1	0,770	0,135	Valid
2	0,507	0,135	Valid
3	0,561	0,135	Valid
4	0,623	0,135	Valid
5	0,770	0,135	Valid

Source of data processed Spss V24 Output (2022)

Based on table 7, it can be seen that all Physical Evidence statements  $r_{count} > r_{table}$ , therefore it can be concluded that all questions for purchasing decisions are valid.

**Table 8.** Purchasing Decision Variable Validity Test Results (Y)

No	R count	R table	Description
1	0,534	0,135	Valid
2	0,705	0,135	Valid
3	0,631	0,135	Valid
4	0,594	0,135	Valid
5	0,709	0,135	Valid

Source of data processed Spss V24 Output (2022)

Based on table 8, it can be seen that all Purchase Decision statements  $r_{count} > r_{table}$ , therefore it can be concluded that all questions for purchasing decisions are declared valid.

### Reliability Test

If a measuring instrument is further reliable, to find out its consistency, a reliability test is needed. Variable reliability will be said to be valid if it has a Cronbach's Alpha value  $> 0,60$ .

**Table 9.** Reliability Test Results

Variable	Cronbach Alpha	Criteria	Description
X <sub>1</sub>	0,617	$>0,60$	Reliabel
X <sub>2</sub>	0,623	$>0,60$	Reliabel
X <sub>3</sub>	0,687	$>0,60$	Reliabel
X <sub>4</sub>	0,633	$>0,60$	Reliabel
X <sub>5</sub>	0,620	$>0,60$	Reliabel
X <sub>6</sub>	0,647	$>0,60$	Reliabel
X <sub>7</sub>	0,653	$>0,60$	Reliabel
Y	0,635	$>0,60$	Realiabel

Source of data processed Spss 24 (2022)

Based on table 9, if we look at it, each variable shows Cronbach's Alpha  $> 0.60$ . This means that each variable of raw material costs, sales promotion, selling price and net profit is declared reliable.

**Classical Assumption Test  
Normality Test**

The normality test was carried out using the Kolmogrov-Smirnov of Fit Test (K-S Test), the requirement of the normality test is the significance value of K-S > 0.05 if the significance value of K-S < 0.05, then the research data is not normally distributed. The results of the normality test can be seen in table 12 below:

**Table 10.** Normality test results

		Unstandardized Residual
N		208
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,41448453
	Absolute Positive	,033
	Negative	-,033
Test Statistic		,033
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

a. Test distribution is Normal  
 b. Calculated from data  
 c. Lilliefors Significance Correction  
 d. This is a lower bound of the true significance

Source data processed from SPSS 24 2022

From the data table 10, the Kolmogrov-Smirnov calculation shows that the significant value is 0.200 > 0.05 It can be said that the data is normally distributed.

**Multicollinearity Test**

Multicollinearity test Conducted to determine whether or not there is a high correlation between the independent variables can be seen from the tolerance value and variance inflation factor with a tolerance value > 0.1 and a variance inflation factor (VIF) value < 10,000 (Ghozali, 2018), the multicollinearity test results can be seen in table 11:

**Table 11.** Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
I (Constant)		
Product (X1)	0,203	4,930
Price (X2)	0,222	4,495
Place (X3)	0,104	9,622
Promotion (X4)	0,115	8,684
Process (X5)	0,200	4,998
People (X6)	0,137	7,299
Physical	0,106	9,400
Evidence (X7)		

Source data processed from SPSS 24 2022

Based on table 11, it shows that each of the variables has a tolerance value greater than 0.10 and a VIF value smaller than 10,000, meaning that there is no multicollinearity in the seven independent variables.

**Heteroscedasticity Test**

The heteroscedasticity test uses the scatterplot graph method provided that if there is a clear pattern and the points are located above and below the number 0 on the Y axis, then there is no heteroscedasticity.

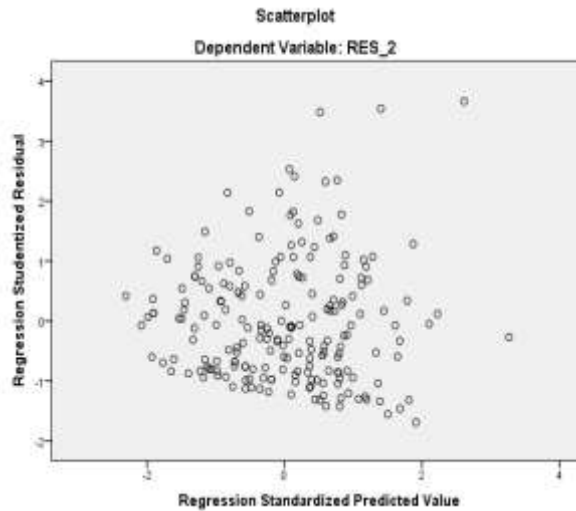


Figure 1. Heteroscedasticity Test Results

The results of the heteroscedasticity test data on the scatterplot image that the points spread and have no regular pattern. So the conclusion is that the independent variables tested using scatterplot do not occur heteroscedasticity or are not homogeneous.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the level of influence of the independent variables Product (X1), Price (X2), Place (X3), Promotion (X4), Process (X5), People (X6), and Physical Evidence (X7) on the dependent variable Purchasing Decision (Y), the analysis was carried out using the SPSS V24 program so that it was obtained as follows:

Table 12. Multiple Linear Regression Test Results Coefficients<sup>a</sup>

Model	Unstandardized coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	1,490	,341		4,365	,000
X1	,563	,030	,535	18,702	,000
X2	,279	,027	,277	10,134	,000
X3	,708	,036	,796	19,935	,000
X4	,615	,039	,598	15,755	,000
X5	,018	,030	,017	,586	,000
X6	,134	,034	,137	3,925	,000
X7	,798	,038	,825	20,899	,000

a. Dependent Variable: Y

Source data processed from SPSS 24 2022

Based on the results of the SPSS 24 output in table 12, the multiple linear regression equation can be formulated as follows:

$$Y = 1,490 + 0,563X_1 + 0,279X_2 + 0,708X_3 + 0,615X_4 + 0,018X_5 + 0,134X_6 + 0,798X_7 + e$$

Based on the multiple linear regression equation above, it can be explained as follows:

- The constant value is obtained at 1.490. This means that if the independent variable does not exist or is worth 0, the value of the purchase decision is 1.490.
- The Product regression coefficient is positive by 0.563. This indicates that the Product variable temporarily increases by one unit, while Price, Place, Promotion, Process, People and Physical Evidence remain. Then the purchase decision has increased by 0.563. Or in

- other words, the product regression coefficient states that the higher the Product, the higher the level of purchasing decisions.
- c. The Price regression coefficient has a positive value of 0.279. This indicates that the Price variable temporarily increases by one unit, while Product, Place, Promotion, Process, People and Physical Evidence are not fixed. Then the purchase decision has increased by 0.279. Or in other words, the Price regression coefficient states that the higher the Price, the higher the level of purchasing decisions.
  - d. The Place regression coefficient is positive at 0.708. This indicates that the Place variable temporarily increases by one unit, while Price, Product, Promotion, Process, People and Physical Evidence remain. Then the purchase decision has increased by 0.708. Or in other words, the Place regression coefficient states that the higher the Place, the higher the level of purchasing decisions.
  - e. Promotion regression coefficient has a positive value of 0.615. This indicates that the Promotion variable temporarily increases by one unit, while Product, Place, Price, Process, People and Physical Evidence remain. Then the purchase decision has increased by 0.615. Or in other words, the Promotion regression coefficient states that the higher the Promotion, the higher the level of purchasing decisions.
  - f. The People regression coefficient is positive at 0.018. This indicates that the Process variable temporarily increases by one unit, while Product, Place, Promotion, Price, Process and Physical Evidence are not fixed. Then the purchase decision has increased by 0.018. Or in other words, the Process regression coefficient states that the more the higher the Process, the higher the level of purchasing decisions
  - g. The Process regression coefficient is positive at 0.134. This indicates that the People variable temporarily increases by one unit, while Product, Place, Promotion, Price, People and Physical Evidence are not fixed. Then the purchase decision has increased by 0.134. Or in other words, the People regression coefficient states that the higher the People, the higher the level of purchasing decisions.
  - h. The Physical Evidence regression coefficient is positive at 0.798. This indicates that the Physical Evidence variable temporarily increases by one unit, while Product, Place, Price, People, Process and Promotion are not fixed. Then the purchase decision has increased by 0.798. Or in other words, the Physical Evidence regression coefficient states that the higher the Physical Evidence, the higher the level of purchasing decisions.

**Hypothesis Test**

**Partial Test (t)**

The t-test is used to test the significance of each independent variable to the dependent variable. This test is done by comparing tcount with ttable. The partial test results (t test) are as follows:

**Table 13.** Partial Test Results (t)

Model	Unstandardized coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,490	,341		4,365	,000
X1	,563	,030	,535	18,702	,000
X2	,279	,027	,277	10,134	,000
X3	,708	,036	,796	19,935	,000
X4	,615	,039	,598	15,755	,000
X5	,018	,030	,017	,586	,000
X6	,134	,034	,137	3,925	,000
X7	,798	,038	,825	20,899	,000

b. Dependent Variable: Y  
Source of data processed from SPSS V24 2022



### Simultaneous Test (F Test)

**Table 14.** Simultaneous Test Results (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1021,561	7	145,937	832,759	,000 <sup>b</sup>
Residual	35,049	200	,175		
Total	1056,611	207			

a. Dependent Variable: Purchase Decision

Source data processed from SPSS 24 2022

It can be seen in table 14, that the fcount value is 832.759 and the ftable value is 3.04 so that the fcount > ftable value. And based on the significant value in the table above is 0.000. So it can be said that  $0.000 < 0.05$ , which means  $H_0$  is rejected. It can be concluded that Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7) simultaneously have a significant effect on purchasing decisions.

### Coefficient of Determination ( $R^2$ )

**Table 15.** Test Results of the Coefficient of Determination ( $R^2$ )

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,983 <sup>a</sup>	,967	,966	,41862

Source data processed from SPSS 24

The table 15, shows that the  $R^2$  value is 0.317 or 31.7%, which means that the influence of the variables Product (X1), Price (X2), Place (X3), Promotion (X4), Process (X5), People (X6), Physical Evidence (X7) on purchasing decisions is 96.7% and the remaining 3.3% can be explained by other variables.

### Discussion

#### The Effect of Product on Purchasing Decisions

Based on the test results, it is known that there is an influence of Product on purchasing decisions. This is evidenced by the partial test value of the Product tcount value 18.702 > t table 1.971 with a significant value of 0.000 (> 0.05).

This is supported based on the results of research conducted by (Khotimah & Jalari, 2021) which states that the results of the t test have a significant effect on purchasing decisions. And the results of other research conducted by Akhiri (2019) state that the results of the product variable t test have a significant influence on purchasing decisions.

#### The effect of Price on purchasing decisions

Based on the test results, it is known that there is no effect of Price on purchasing decisions. This is evidenced by the tcount value of Price -10.134 < t table 1.971 with a significant value of 0.000 (< 0.05).

The results of this study are supported by the results of research conducted by (Akhiri, 2019) which states that the price variable has a significant influence on purchasing decisions. And the results of research by (Marcelina & Tantra, 2017) state the results of price analysis have a significant effect on purchasing decisions.

#### The influence of Place on purchasing decisions

Based on the test results, it is known that there is an influence of Place on purchasing decisions. This is evidenced by the Place tcount value of 19.935 > t table 1.971 with a significant value of 0.000 > (0.05).

The results of this study are supported by (Marcelina & Tantra, 2017) state that the results of place analysis have a significant effect on purchasing decisions.

### **The Effect of Promotion on Purchasing Decisions**

Based on the test results, it is known that there is an influence of Promotion on purchasing decisions. This is evidenced by the Promotion tcount value of 15.775 > t table 1.971 with a significant value of 0.000 (< 0.05).

The results of the study are supported by (Khotimah & Jalari, 2021), stating that there is a positive and significant influence on purchasing decisions. And the results of research by (SAFITRI, 2022), state that promotional variables have an effect on purchasing decision variables.

### **The influence of Process on purchasing decisions**

Based on the test results, it is known that there is no influence of Process on purchasing decisions. This is evidenced by the tcount value of Process -0.586 < t table 1.971 with a significant value of 0.000 (< 0.05).

The results of the study are supported by (Akhiri, 2019) which states that process variables have a significant influence on purchasing decisions. And the results of research by (Khotimah & Jalari, 2021) state the above results show that process has a positive and significant effect on purchasing decisions.

### **People's influence on purchasing decisions**

Based on the test results, it is known that there is an influence of People on purchasing decisions. This is evidenced by the tcount value of People 3.925 > t table 1.971 with a significant value of 0.000 (> 0.05). The results of the study are supported by (Marcelina & Tantra, 2017) which states that the results of people analysis have a significant effect on purchasing decisions.

### **The influence of Physical Evidence on purchasing decisions**

Based on the test results, it is known that there is no influence of Physical Evidence on purchasing decisions. This is evidenced by the tcount value People -20.899 < t table 1.971 with a significant value of 0.000 (> 0.05).

The results of the research are supported by (Marcelina & Tantra, 2017) state that physical evidence has a significant effect on purchasing decisions.

## **4. CONCLUSION**

Based on the research that has been done, it can be concluded from the results of this study that there is an influence of Product on purchasing decisions. Partially, the Price variable has a significant effect on purchasing decisions. There is an influence of Place on purchasing decisions. Partially, the Promotion variable has a significant effect on purchasing decisions. There is an influence of Process on purchasing decisions. There is an influence of People on purchasing decisions. There is an influence of Physical Evidence on purchasing decisions. Simultaneously the variables Product, Price, Place, Promotion, People, Process, Physical Evidence simultaneously have a significant effect on purchasing decisions.

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