

ABSTRACT

In the digital era, technological developments make it easier for consumers to shop safely and comfortably with the increased process of selling and buying products which are transactions in E-Commerce. The increase in sales is possible to influence the E-Marketing mix in purchasing decisions. This study aims to determine the influence of the E-Product, Price Intelligence, Promotion Intelligence and Delivery Risks on purchasing decisions in the Tokopedia partially and simultaneously.

The method in this research is quantitative descriptive. Sampling was carried out using the questionnaire method, the results obtained were 100 respondents. The analysis technique used in this study is the Classical Assumptions Test on the Regression Model and Multiple Linear Regression Analysis which were processed using the SPSS.

The results of this study show the effect of the E-Marketing Mix variable on the dimensions of e-product, price intelligence, promotion intelligence, and delivery risk on purchase decisions. It turns out that there is an effect with a significant. The results of the coefficient of determination test show that the value of R Square (R²) is 0.616, meaning that the variability of the dependent variable, namely purchase decision, can be explained by independent variables, namely e-product, price intelligence, promotion intelligence, and delivery risk in this study amounted to 61.6%, while the remaining 38.4% was explained by other variables outside the research model. With these results it is stated that Tokopedia must focus on attracting buyers with attractive packaging, increasing offer codes or price discounts so that they can compete with other applications, not needing to advertise something that has been sought before, improving the product return policy feature, and improving cash on delivery services.

Keywords: E-Marketing Mix, E-Product, Price Intelligence, Promotion Intelligence, Delivery Risks, Purchase Decision.