

KOMPARASI PENGARUH *MARKETING MIX* TERHADAP *ONLINE PURCHASE DECISION* DI *MARKETPLACE* DAN *S-COMMERCE* PADA GENERASI MILENIAL

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *marketing mix 7P* terhadap *online purchase decision* pada generasi milenial, serta membandingkan *online purchase decision* antara *platform marketplace* dan *s-commerce*. Penelitian ini berdasarkan latar belakang pertumbuhan *e-commerce* yang berkembang pesat, di mana generasi milenial menjadi yang paling dominan dalam melakukan aktivitas belanja online. Metode penelitian yang digunakan adalah metode kuantitatif. Metode pengumpulan data dilakukan dengan penyebaran kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, uji linearitas, uji heteroskedastisitas, dan uji multikolinearitas, dan analisis regresi linear berganda, uji hipotesis yang meliputi uji signifikansi parameter individual (uji t), uji signifikansi simultan (uji F), dan uji beda (*uji independent sample t-test*), serta koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial variabel *marketing mix 7P* yang meliputi *product, promotion, people, process, dan physical evidence* berpengaruh positif dan signifikan terhadap *online purchase decision*. Namun, variabel *marketing mix 7P price* dan *place* tidak berpengaruh positif dan signifikan. Secara simultan variabel *marketing mix 7P* yang meliputi *product, price, place, promotion, people, process, dan physical evidence* berpengaruh positif dan signifikan terhadap *online purchase decision*. Selain itu, tidak terdapat perbedaan signifikan dalam *online purchase decision* antara *marketplace* dan *social commerce*. Penelitian selanjutnya dapat memperdalam analisis faktor-faktor lain yang mempengaruhi *online purchase decision*.

Kata Kunci: *Marketing Mix, Online Purchase Decision, Marketplace, S-Commerce.*



COMPARISON OF THE INFLUENCE OF MARKETING MIX ON ONLINE PURCHASE DECISIONS IN MARKETPLACES AND SOCIAL COMMERCE AMONG MILLENNIALS

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Abstract

This study aimed to analyze the influence of the 7P marketing mix on online purchase decisions among the millennial generation and to compare online purchase decisions between marketplace and social commerce platforms. The research was motivated by the rapid growth of e-commerce, with millennials being the most dominant group engaging in online shopping activities. A quantitative research method was employed, using purposive sampling with a total of 243 respondents. Data were collected through a questionnaire distributed via Google Forms, which was tested for validity and reliability. The data analysis included descriptive statistics, validity and reliability tests, classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity), multiple linear regression analysis, hypothesis testing (t-test, F-test, and independent sample t-test), and the coefficient of determination. The results indicated that, partially, the marketing mix variables—product, promotion, people, process, and physical evidence—had a positive and significant effect on online purchase decisions. However, the variables price and place had a negative effect. Simultaneously, all elements of the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) collectively had a positive and significant influence on online purchase decisions. Additionally, the study found no significant difference in online purchase decisions between marketplace and social commerce platforms. Future research could further investigate other factors that influence online purchase decisions.

Keywords: *Marketing Mix, Online Purchase Decision, Marketplace, S-Commerce.*