

**KOMPARASI *ONLINE PURCHASE DECISION* (*MARKETPLACE* DAN
SOCIAL COMMERCE) DIPENGARUHI OLEH *MARKETING MIX* (7P)
PADA GENERASI Z**

Sri Handayani

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *marketing mix* (7P) terhadap *online purchase decision* oleh Generasi Z di Indonesia, serta membandingkan *online purchase decision* antara *marketplace* dan *social commerce*. Latar belakang penelitian ini adalah pesatnya perkembangan *e-commerce*, dengan Generasi Z sebagai kontributor signifikan. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling* dengan jumlah responden sebanyak 104 responden. Metode penelitian yang digunakan adalah kuantitatif dengan penyebaran kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Data dianalisis 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 t, uji F, dan uji *independent sample t-test*, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa secara simultan variabel *marketing mix* (7P) yang meliputi *product*, *price*, *people*, *promotion*, *people*, *process*, dan *physical evidence* berpengaruh positif dan signifikan terhadap *online purchase decision*. Selain itu, 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* (7P), *Online Purchase Decision*.



COMPARING ONLINE PURCHASE DECISIONS (MARKETPLACE AND SOCIAL COMMERCE) INFLUENCED BY THE MARKETING MIX (7P) IN GENERATION Z

Sri Handayani

Abstract

This study aimed to analyze the influence of the marketing mix (7P) on online purchase decisions by Generation Z in Indonesia and to compare these decisions between marketplaces and social commerce platforms. The rapid growth of e-commerce, with Generation Z as a major contributor, serves as the backdrop for this research. A purposive sampling technique was employed, with a total of 104 respondents. The research employed a quantitative approach, utilising questionnaires distributed via Google Forms, which were validated and assessed for reliability. Data were analyzed through descriptive statistics, validity and reliability tests, classical assumption tests (including normality, linearity, heteroscedasticity, and multicollinearity tests), multiple linear regression analysis, hypothesis tests (including t-tests, F-tests, and independent sample t-tests), and determination coefficients. The results showed that, collectively, the marketing mix (7P) variables—product, price, people, promotion, process, and physical evidence—had a positive and significant effect on online purchase decisions. Furthermore, significant differences were found in online purchase decisions between marketplaces and social commerce platforms. Future research could explore additional factors that influence online purchase decisions, providing deeper insights into the evolving e-commerce landscape.

Keywords: Marketing Mix (7P), Online Purchase Decision.