

THE INFLUENCE OF MARKETING THROUGH ONLINE MEDIA ON THE DECISION TO BUY FASHION PRODUCTS AMONG ECONOMIC EDUCATION STUDENTS CLASS OF 2022

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1.1 Background

Information and communication technology, such as the internet, is one of the social media platforms that allows interaction between individuals. The development of internet use does not only focus on aspects of communication, but has also penetrated into the realm of marketing used by business people. Changes in the lifestyle of today's society reflect a transformation towards a more modern and trend-following direction, influenced by changes in lifestyle, culture, mindset, needs, and desires. Therefore, many business people use internet media as a means of marketing their products online, in accordance with technological developments and practical and modern lifestyles embraced by the wider community.

By using marketing methods that utilize sophisticated information and communication technology, many marketers make internet media as the main means to market their products. The use of internet media is considered more effective, efficient, and practical, and makes it easier to build business relationships. Shopping through internet platforms, known as online shops, has become a popular trend among the public and is gaining attention on social media. By only using computer devices or gadgets connected to the internet, individuals can run a business by selling products or services online, and consumers can place orders and buying and selling transactions without the need to meet directly with potential customers.

Purchasing products online tends to be more done by teenagers, both men and women, considering that online stores provide a variety of products such as

fashion goods, ticket electronic devices, machine tools, sports equipment, and various other items. Online transactions are relatively easy to do, and many people in Indonesia actively make purchases through this platform. Along with the growth of Indonesia's population that continues to increase every year, online business is also growing. The facilities offered by online purchases provide various conveniences to prospective buyers, such as: 1. Ease in finding the needs sought. 2. Fast and efficient acquisition of information without wasting time and effort. Information can be obtained from personal, commercial, public, and experiential sources. 3. Various alternatives from various online stores as a reference before making a purchase. 4. With easy information and references, prospective buyers can make purchasing decisions without the need for seduction or persuasion from sellers. 5. The ability to make repeat purchases, both for the same product and new products, due to the convenience of the online purchase process.

At present, a striking phenomenon is that internet users reached 215.63 million with 90% of Indonesians choosing to make purchases online. Of these, 50% are young shoppers, especially teenagers aged 18-30 years (source: <http://indoesiabaik.id>). There is a tendency that items that are often purchased online are fashion products, as recorded in other sources (<http://tekno.kompas.com>). The selection of students as the subjects of this study was based on the fact that students were included in the category of adolescents over the age of 18 years. Therefore, Economic Education students are chosen to be the focus of research.

According to (Widastuti 2024) Product marketing is a process that involves product promotion and marketing activities to potential consumers with the aim of increasing brand awareness, desire and interest to buy the product, because the main purpose of product marketing is to meet the needs and desires of consumers so as to generate profits for a business. Meanwhile, according to (Agustina 2023) online shopping behavior in Indonesia is very diverse. The behavior of each consumer in deciding to buy a product becomes a special study of each company before releasing its product to the market. The development of the digital era is increasingly inevitable that must be followed by every company adjusting its marketing strategy

by entering the online system to sell its products. Online shopping becomes a habit for some people because of the convenience provided, many people assume that online shopping is one of the means to find the items they need.

From a preliminary study conducted by Program student researchers of the Economic Education Study Program Class of 2022, Faculty of Teacher Training and Education, Sriwijaya University, it was obtained that there are online shopping habits that make them tempted in several applications, for example shopee, tiktok, shopee, and other marketplaces (Imelda chici series 2024).

1.2 Problem Statement

Based on the background above, it can be concluded that the research problem in this study is the influence of marketing from online media on the decision to buy fashion products among economics education students class of 2022?

2.1 Pemasaran Online / Digital Marketing

2.1.1 Understanding Digital Marketing

Marketing done through interactive online computer systems, which connect buyers and sellers electronically, is the most important part of e-commerce. The position of MSMEs in Indonesia as a major player in economic activities in various sectors. According to Law No. 20 of 2008, MSMEs are defined as productive businesses owned by individuals and / or individual business entities that meet the criteria for micro enterprises, have a net worth of at most Rp. 50,000,000 (fifty million rupiah) excluding land and buildings for business premises or have annual sales proceeds of at most Rp. 300,000,000.00 (three hundred million rupiah). It is expected that MSMEs will become the main productive and competitive actors in the national economy. Marketing includes activities related to sales, advertising, promotion and pricing. Online marketing strategy or often referred to as Online marketing strategy is all efforts (business) made to market a product or service through or using online media, namely internet media. Despite the changes, marketing cannot escape from the three components that always accompany, namely consumers, competitors and companies. These three components are always present in every discussion about

marketing. (Ira irawati, et al, 2023)

2.1.2 Forms of Digital Marketing

According to (Arsyad, et al 2023) that online marketing or through the internet allows efforts to carry out self-service practices. This means that businesses can provide services to customers without the need for human resources, reducing facilities and services over the phone. Only by connecting a computer or gadget with the internet, can it be accessed and connected to the internet so that it can sell products and services or services well. Buyers can order products or services and make buying and selling transactions without having to meet with potential customers.

According to Parak Brilianto (2024) stated that the notion of digital marketing through social media is an internet platform that allows users to present themselves, interact, collaborate, share information with other users, and form social bonds virtually. Social media provides opportunities for users to interact and present themselves, either instantaneously or delayedly, to a wide or limited audience, by increasing the value of user-generated content.

According to Haword, et al (2023) suggest that e-marketing is the use of information technology in the process of making, communicating and distributing value to consumers and to build relationships between consumers and companies in a way to benefit the company and the parties concerned. So, the conclusion is that e-marketing is an online marketing process in promoting and marketing goods and services that have the aim of maintaining relationships with consumers and influencing consumer purchasing decisions.

2.1.3 Advantages and disadvantages of Digital Marketing

According to Arlinda (2024), in the era of digital marketing, there are several advantages and disadvantages as follows:

1. Pros: a. Digital marketing is easy, affordable, effective, and efficient to get direct feedback through the interaction process. b. Can send messages via email and directly related to ads to publish them. Through digital marketing, it makes it easier for an organization to see firsthand how marketing runs by looking at the level of consumer response. c. Has a wide range which makes it easier for consumers to

explore the information needed about the products offered before deciding to buy a product.

2. Weaknesses: a. Easy to imitate, because of the many competitors therefore it is easy to imitate both imitated about shape, type, product quality and others. b. Consumers are not interested if the content offered is not attractive to consumers and does not necessarily match the product offered. c. Too dependent on existing technology.

2.2 Media Online

2.2.1 Understanding Online Media

The development of communication media is quite rapid so that it requires considerable attention from both the community and organizations. Communication media is a means of liaison that can help disseminate information. Communication media include mass media as intermediaries in delivering information. Mass media includes print media, electronic media and online media. Print media is divided into several types such as newspapers, magazines, books, and so on, as well as electronic media is divided into two types, including radio and television, while online media includes internet media such as websites, and others. When viewed from

Its ability to attract human attention (society), the three types of mass media both have strategies in attracting the attention of the audience. Regarding attracting public attention, social media which is part of online media can be more active in diverting people's attention from mass media and only focused on social media. Basically, social media is the latest development of new internet-based web technology that makes it easier for everyone to be able to communicate, participate, share with each other and form a network online, so as to disseminate their own content. Like in blogs, twitter, youtube can be produced and can be viewed live by millions of people for free.

2.3 Fashion Product Buying Decisions

Purchase decision is a purchase decision making process that includes determining what to buy or not to make a purchase and this decision, obtained from previous

activities. Purchasing decision is a final decision that a consumer has to buy a good or service with certain considerations. Purchasing decisions made by consumers describe how far marketers are in trying to market a product to consumers. According to Lubis juanda (2023), the definition of purchasing decision is to buy the most preferred brand, but two factors can be between purchase intention and purchase decision. The first factor is other people, namely if someone who has significance to you thinks that you should buy a cheap car, then your chances of buying an expensive car will decrease. The second factor is unexpected situational factors.

2.4 Research Hypothesis

A hypothesis is a temporary answer to the beginning of a research question, the research hypothesis is given in the form of a statement sentence. The hypothesis proposed in this study is "the influence of marketing through online media on the decision to buy fashion products among economic education students class of 2022".

3.1 Research Methods

This type of research is causal associative, because it wants to know the causal relationship of influencing variables and influenced variables (Sugiyono, 2022). This study used a quantitative approach.

3.2 Research Variables

In this study has three variables, namely, Bound (free) variables, and independent variables (related), as well as Intervening Variables (mediating). Where the dependent variable is Online Marketing and the independent variable is online media as well as the intervening variable is buying decisions. Here's the relationship pattern between the dependent variables:

Research Conceptual Framework

3.3 Variable Operational Definition

3.3.1 Digital Marketing

Marketing is often thought of by most people as simple as promotion or advertising. But actually marketing is a complex concept used to create a comprehensive action

plan to create awareness about the business; increase customer base; increase sales, and promote products and brands; and brand building. Marketing needs to be done effectively, carefully, creatively and intelligently, so that business growth is optimal. The Internet has become the most influencing factor of cultural, economic and social changes seen in the 21st century. The way humans speak, communicate, act, and make decisions has changed a lot with the presence of digital technology, as well as marketing. Along with technological advances (the development of the internet and the World Wide Web and other digital technologies), trends in the business world are also increasingly varied and growing, one of these trends is digital marketing. In general, digital marketing or digital marketing is an internet-based marketing technique that is increasingly needed.

3.3.2 Media Online

Online media is a simplification of conventional forms of media which refers to the development of digital technology that converts text, graphics, images, and videos into digital data in form. Online media has become an indispensable part of modern life. Its functions as a source of information, entertainment, education, and social communication have a positive impact in shaping people's mindsets and lifestyles.

3.3.3 Fashion Product Buying Decisions

Currently, online shopping is starting to be liked by many people, because it can provide convenience for everyday life. There are many products offered from online stores, one of which is fashion products. Fashion products are the products that are most in demand by the early adult age group and early adulthood age as well as the highest rank in making online purchases. In general, most at this age already have their own income, so the decision to buy a product tends to increase. One of the factors that influence a person to make a purchase decision is the emotional motivation of consumers. This study aims to determine the influence of consumers' emotional motivation on online fashion product purchase decisions in early adulthood.

3.4 Population and Research Sample

3.4.1 Population

The population in this study is all economic education students of the class of 2022 totaling 94 students for more details made in the following table:

Table 3.1 Population

NO	FORCE	STUDENT
1	2022 PLG	28
2	2022 LAYO	66
Sum		94

3.4.2 Sample

In this study, the sampling technique used to determine the experimental class was the cluster random sampling technique. The steps in this study are as follows:

1. Determine the population, namely all participants of the 2022 Economics education students
2. . Take a random sample by drawing a class population to determine the experimental class.
3. From the lottery, the results of the draw were obtained from the Palmebang class students of the Class of 2022 with a total of 28 students as an experimental class.

Table 3.2 Samples

No	Class	Sum	Information
1.	Plg class of 2022	28 people	Experimental class

3.5 Data Collection Techniques

There are two data collection techniques that will be used in this study, namely using questionnaires, and documentation.

3.5.1 Questionnaire

The questionnaire technique in this study is a form of closed questionnaire (structured questionnaire) given to students who are included in the research sample in order to determine the influence of marketing through online media on the

decision to buy fashion products among economics education students class of 2022. The scale used in this study is the Likert scale model which consists of two classifications of statements with five alternative answers. As stated by Sugiyono (2022: 93) "Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena". The Likert scale in question is:

Table 3. 3 Question List and Score Scores

Statement	Positive Score	Negative Score
Strongly Agree (SS)	5	1
Agree (S)	4	2
Hesitation (RG)	3	3
Disagree (KS)	2	4
Disagree (ST)	1	5

3.2 Test research instruments

3.2.1 Construct Validity Test

Questionnaires that have been made by researchers, before being used in research will be examined first by expert validator lecturers. If the validator states that the questionnaire is suitable for use, the researcher will test the questionnaire or questionnaire to students who are not sampled.

3.2.2 External Validity Test

Each question item must be carried out external validity, namely testing the validity of the instrument using statistical analysis, each question item is first tested and calculated its validity before being filled in by the research sample. Calculation of external validity

$$r_{xy} = \frac{N\sum xy - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Where:

r_{xy} : The correlation coefficient between variable X and variable Y
 $\sum x$: The score obtained by the subject of all Items

$\sum y$: The score obtained from all items

$\sum x$: Number of scores in distribution X

$\sum y$: The number of scores in the Y distribution

$\sum x^2$: Number of squares in distribution score X

$\sum y^2$: Number of squares in the Y distribution score

N : Number of respondents

3.7 Data Analysis Techniques

3.7.1 Questionnaire Data Analysis

The questionnaire given to all respondents in this study aims to measure the interest in learning students. In the analysis of questionnaire data using the following formula:

$$P = \frac{F}{n} \times 100\%$$

P : The percentage searched for each answer

F : The frequency of answers obtained

n : Frequency of all answers 100% : Fixed Number

3.8 -t Paired T Test

Test the hypothesis used in this study by using the paired t test formula of paired sample t test. This test was conducted to prove the influence of the discovery learning learning model on students' learning interest in class XI social studies 2 economics subjects at SMA Negeri 1 Palembang. The paired t test formula is as follows:

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