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Analysis of E-Marketing Mix through E-Service Quality and its Implications on Purchasing Decisions (Survey on Consumers of PT. XYZ, Tbk)

Hafid Munjinadir¹, Maya Solihah², Nunung Ayu Sofiati³, Yoyo Sudaryo⁴, Mochamad Mukti Ali⁵, Dadan Abdul Aziz Mubarak⁶, Gurawan Dayona⁷, Riyandi Nur Sumawidjaya⁸

¹Universitas Inaba, Bandung, Indonesia, hafidmunjinadir@gmail.com

²Universitas Inaba, Bandung, Indonesia, solihahmaya96@gmail.com

³Universitas Inaba, Bandung, Indonesia, ayusofiati62@gmail.com

⁴Universitas Inaba, Bandung, Indonesia, yoyo.sudaryo@inaba.ac.id

⁵Universitas Inaba, Bandung, Indonesia, mochammad.mukti@inaba.ac.id

⁶Universitas Inaba, Bandung, Indonesia, dadan.abdul@inaba.ac.id

⁷Universitas Inaba, Bandung, Indonesia, gurawan.dayona@inaba.ac.id

⁸Universitas Inaba, Bandung, Indonesia, riyandi.nursumawidjaya@inaba.ac.id

Corresponding Author: hafidmunjinadir@gmail.com¹

Abstract: This study aims to analyze the influence of the E-Marketing Mix on E-Service Quality and its implications for Consumer Purchasing Decisions at PT. XYZ, Tbk using a quantitative approach. The population consists of 1.1 million users, with a simple random sampling technique applied to obtain 230 respondents. The results show that the E-Marketing Mix, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence, has been well implemented. E-Service Quality, consisting of Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, and Contact, is also considered satisfactory. Consumer Purchasing Decisions comprising product selection, brand choice, place, purchase timing, purchase amount, and payment method are generally good. The E-Marketing Mix has a significant influence on E-Service Quality by 59.9% and on Consumer Purchasing Decisions by 18.1%. E-Service Quality also has a significant influence on Consumer Purchasing Decisions by 35.4%. Simultaneously, the E-Marketing Mix and E-Service Quality exert a combined influence of 92.8% on Consumer Purchasing Decisions. These findings emphasize the importance of digital marketing strategies in improving service quality and consumer purchasing decisions.

Keywords: E-Marketing, E-Service Quality, Purchasing Decision, Consumer

INTRODUCTION

People's preferences continue to develop very rapidly without being bound by time or situation. This requires manufacturers to always innovate to follow consumer trends that are

often referred to as "kings," whose needs must be met. This condition is increasingly challenging because the retail industry is in a stressful business environment. The profit targets expected by many business actors were not achieved, causing many retail stores in large shopping centers to eventually close their operations. For example, PT Matahari Department Store Tbk, one of the leading retailers owned by the Lippo Group, reported a 42% decrease in net profit in 2018, from IDR 1.91 trillion to IDR 1.1 trillion. The same thing also happened to its competitor, PT Ramayana Lestari Sentosa Tbk, which recorded a decrease in sales revenue in the third quarter of 2018, namely from IDR 3.758 billion to IDR 3.738 billion. However, the company's total revenue still increased from IDR 4.41 trillion to IDR 4.51 trillion. With better operational cost efficiency compared to the previous period, Ramayana's net profit increased significantly from IDR 367.7 billion to IDR 527.27 billion (Ariefah Sundari & Ahmad Yani Syaikhudin, 2021).

The dynamic changes in consumer preferences and operational pressures faced by the retail industry show how important innovation and strategic adaptation are for companies to survive and remain relevant in a competitive market

The development of the internet has contributed to the growth of business management, especially in the field of marketing management. According to (Kotler, 2020), marketing is about identifying and maintaining human needs. A simple definition of marketing is the realization of needs in a cost-effective, effective, and efficient way. Many activities utilize the internet, such as marketing activities carried out by the Company online.

Social media, supported by internet capabilities, can effectively, quickly, and cheaply promote a business or product, even without funds. Using various methods and a series of internet tools will increase the effectiveness of promotional operations for a company. Advances in digital technology are greatly influenced by the use of the internet among the public. In Indonesia, internet usage is increasing, as the results of a survey conducted by the Indonesian Internet Service Users Association (APJII) 2023 showed that internet penetration in Indonesia continues to increase.

One option for marketing and selling products is via the internet. This is commonly referred to as electronic commerce. Electronic commerce or e-commerce, is an innovation that helps businesses market and sell products to consumers via the Internet. This trading system does not require the use of cash or virtual currency.

Engagement rate is a metric that measures audience engagement with content, especially on social media platforms. This statistic is often used to assess the effectiveness of a brand's campaign, as increased audience interaction with the content increases the likelihood of converting to a buyer or customer. Hootsuite.com suggests that the optimal engagement rate ranges from 1% to 5%, suggesting that a post should reach or exceed this threshold.

The rise of social media has changed the way businesses connect with their audiences. As a result, many businesses are now active on social media and reaching their audiences by creating content that can encourage interaction.

In order to achieve optimal success in marketing, a comprehensive and integrated approach is needed, known as the marketing mix. This concept combines various strategic and tactical elements that complement each other, creating a powerful synergy to drive the effectiveness of a marketing campaign. This marketing mix includes crucial aspects such as product development, pricing strategy, distribution channel selection, and targeted promotional tactics. More than just a combination of marketing tools, this concept reflects a deep understanding of the essence of marketing itself. As stated by Shinta (2011:1) in Fitria & Hidayat (2017), marketing is a complex social process in which individuals or groups seek to fulfill their needs and desires through a series of activities that include creating, offering, and exchanging valuable products in the context of trade transactions. Thus, the marketing mix serves as a strategic framework that allows marketers to design and implement a holistic

approach, not only to increase short-term sales, but also to build sustainable relationships with consumers, create significant value, and ultimately drive stable business growth in an ever-evolving market landscape.

The main function of marketing is to attract consumer attention, increase purchasing interest, and influence purchasing decisions. The purchasing decision-making process is closely related to consumer behavior, which tends to choose products that meet their needs and desires effectively. If the product provides satisfactory value, consumers are likely to make repeat purchases, creating loyalty to the company. This shows how important marketing is in building long-term relationships with consumers, as well as ensuring that the company's products and services are always relevant and satisfying to consumers.

By understanding consumer behavior and market needs, companies can design marketing strategies that not only attract consumers but also encourage them to choose certain products or services. Relevant and high-quality products are not only able to create initial appeal, but also build long-term relationships with consumers through trust and satisfaction. This is an important foundation in creating business sustainability and marketing success in an era of increasingly competitive competition.

Pay close attention to purchasing decisions because these decisions are very important because they are what companies use to develop their marketing strategies. About PT. XYZ, Tbk understands the needs and desires of consumers when marketing the products they sell, as well as knowing the needs and desires of consumers and consumer preferences. Research findings show that service quality influences purchasing decisions. The quality of fashion product service on Instagram has a direct influence of 3.0% on purchasing decisions (Y. Sudaryo & Hadiana, 2019).

By understanding consumers in depth, marketers can influence the consumer decision-making process and ensure that consumers are willing to buy what marketers offer. The company's success in shaping consumer purchasing decisions is achieved through effective contact with consumers, strong product brand development, and the introduction of innovations in our offerings that are in line with contemporary trends.

In an era of uncertain business situations, it is an anxiety where companies must have a marketing strategy, one of which is the E-Marketing mix. With changes in the internet, businesses can promote various types of advertisements on websites and other social media. Very often by companies, we call it electronic marketing (Kominfo, 2017). E-marketing is very convenient for businesses to provide information to consumers such as and vice versa, information can be easily received by companies, known as a mixed e-marketing strategy (Strauss & Frost, 2012).

According to (Chaffey, 2019), digital marketing is the use of technology to support marketing activities that aim to improve consumer understanding to adapt to family needs. Commercial entities usually oversee online marketing efforts, especially through websites, blogs, and social media platforms. This is a digital engagement carried out by the company's main stakeholders, especially employees and consumers (Sudaryo et al., 2020:17). In digital existence, it is also an important aspect for most fields of activity because it will create communication between businesses and consumers to take explicit actions, such as buying, liking, and sharing shopping experiences.

METHOD

Research Design

This study adopts a quantitative approach using a survey method as the main data source. The survey is designed to collect information directly from respondents who are considered to have relevant insight or knowledge, thus allowing researchers to answer the problems raised more effectively. The approach used in this study includes a descriptive

method to describe the observed phenomena and a verification method to test the relationship between the variables studied.

Data collection was carried out through an instrument in the form of a questionnaire or questionnaire that was designed systematically. Data analysis was carried out using a verification statistical approach using SmartPLS 3 (Partial Least Squares) software. The analysis process includes three main stages, namely: evaluation of the measurement model (outer model) to assess the validity and reliability of the instrument, analysis of the structural model (inner model) to evaluate the relationship between variables, and hypothesis testing to ensure the significance of the research results. With this combination of methods, the study aims to provide a comprehensive and in-depth picture of the issues being studied.

The descriptive method is a type of research that aims to describe or provide a detailed description of the object being studied. In this study, the descriptive method is used to obtain a comprehensive picture of the variables being studied. Thus, this method allows researchers to understand the characteristics, phenomena, or specific conditions of the research object in depth and objectively. This technique is very useful in identifying patterns, trends, and relationships between variables in a broader research context.

Sources and Methods of Determining Data

The source of data in research refers to the origin or place where data is obtained to support the analysis process. If a researcher uses methods such as questionnaires or interviews in data collection, then the source of the data is the respondent, namely the individual who acts as an information provider. Respondents provide answers to questions asked by the researcher, either in writing through a questionnaire or verbally in an interview session. In this context, respondents have an important role because the information they provide becomes the basis for the analysis process to answer the research objectives. Selecting the right respondents, based on certain criteria, is very important to ensure the validity and relevance of the data obtained.

Primary and secondary data serve as sources of information collected to support conclusions in a research project. Although both are basically data sources, they differ in their acquisition methods. Therefore, the data collection strategy must be in accordance with the research being conducted, whether using primary or secondary data. As stated by Sugiyono (2022:193), primary data relates to data sources that directly provide information to data collectors. This indicates that the source of research data comes directly from its primary source, including interviews, surveys of individuals or groups, or the results of observations of objects, events, or results. Researchers must collect data either by answering research questions with survey methods or by observing subjects with observation method patterns.

Population

Population refers to a group of objects or people defined by certain features and characteristics identified by researchers for further study and analysis. The population consists of a complete collection of objects being studied (Sugiyono, 2022). The population in this study were users of PT XYZ, Tbk's digital marketing features in Indonesia, namely 1.1 million users.

Sample

This study uses a simple random sampling technique, amount 230 respondents, ensuring that everyone in the population has an equal chance of being selected as a sample. The process of selecting a random sample involves determining the population, identifying each member of that population, and selecting individuals (samples) according to the idea of "full opportunity." For this purpose, it is usually selected using a random number table or computer program (Sugiyono, 2022).

This technique was chosen by the author because based on data from users of PT. XYZ's digital marketing features, Tbk is uniform.

Analysis Tools

This study will use Structural Equation Modeling (SEM) with the Maximum Likelihood (ML) estimation methodology to analyze the causal relationship between variables. Various SEM estimation techniques include: (1) A minimum sample size of 200 is required to reduce bias in all SEM estimates, (2) The sample size for ML estimation should not be less than 15 times the number of observed variables, (3) The sample size for maximum likelihood estimation should be five times the number of free parameters, including the error term, (4) For data showing strong kurtosis, the minimum sample size should be ten times the number of free parameters.

RESULTS AND DISCUSSION

Result

Table 1 E-Marketing Mix Variable Proportion Test

Variable	Cut off proportion	Actual Proportion (p)	Standard deviation (STD)	Z	Information
E-Marketing Mix (X)	0,5	0,636	0,032	4,301	Significant

** significant at the 0.05 level (Ztable = 1.645)

Source: Questionnaire Analysis Results, 2025

Based on the table, it can be explained that the right-hand proportion test for the E-Marketing Mix variable, which includes Product, Price, Place, Promotion, People, Process, Physical Evidence, the results are significant at a real level of 5%, and statistically, the null hypothesis is rejected. This means that the implementation of the E-Marketing Mix, which includes Product, Price, Place, Promotion, People, Process, and Physical Evidence of PT. XYZ, Tbk has been implemented well.

Table 2 E-Service Quality Variable Proportion Test

Variable	Cut off proportion	Actual Proportion (p)	Standard deviation (STD)	Z	Information
E-Service Quality (Y)	0,5	0,657	0,031	5,008	Significant

** significant at the 0.05 level (Ztable = 1.645)

Source: Questionnaire Analysis Results, 2025

Based on the table, it can be explained that the right-hand proportion test for the E-Service Quality variable, which includes Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, Contact, the results are significant at a real level of 5%, and statistically, the null hypothesis is rejected. This means that the implementation of E-Service Quality, which includes Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, and Contact at PT. XYZ, Tbk has been satisfactory.

Table 3 Consumer Purchasing Decision Variable Proportion Test

Variable	Cut off proportion	Actual Proportion (p)	Standard deviation (STD)	Z	Information
Consumer Purchasing Decisions (Z)	0,5	0,657	0,031	5,021	Significant

** significant at the 0.05 level (Ztable = 1.645)

Source: Questionnaire Analysis Results, 2025

Based on the table, it can be explained that the right-hand proportion test for the Consumer Purchasing Decision variable which includes Product choice, Brand choice, Dealer choice, Purchasing timing, Purchase amount, Payment method, the results are significant at the 5% level of reality and statistically the null hypothesis is rejected. This means that the implementation of Consumer Purchasing Decisions which includes Product choice, Brand choice, Dealer choice, Purchasing timing, Purchase amount, Payment method at PT. XYZ, Tbk is good.

To determine the level of importance of attributes (indicators) in the variables E-Marketing Mix, E-Service Quality and Consumer Purchasing Decisions, Importance Performance Analysis is used or known by another term, namely the analysis of the level of importance and level of performance by John A. Martila and John C. James in Nasution (2003:62), where the tool used is a Cartesian diagram. Where the horizontal axis (X) is filled with the score (percentage) of the level of implementation or performance, while the vertical axis (Y) is filled with the score (percentage) of the level of importance. From the results of interval data processing, the average perception score (performance level) and expectation score (importance level) of each attribute (indicator) of the research variable are obtained as follows:

Table 4 of Average Research Variable Indicators

Variable	Indicator Label	Average	
		Perception (Performance)	Hope (Importance)
E-Marketing Mix	X1.1	3,820	3,820
	X1.2	3,936	3,936
	X1.3	3,626	3,844
	X1.4	3,712	3,712
	X2.1	3,820	3,868
	X2.2	3,735	3,735
	X2.3	3,609	3,755
	X3.1	3,844	3,844
	X3.2	3,936	3,472
	X4.1	3,755	3,755
	X4.2	3,712	3,712
	X4.3	3,820	3,820
	X5.1	3,936	3,936
	X5.2	3,844	3,844
	X6.1	3,936	3,979
	X6.2	3,678	3,844
	X7.1	3,936	3,574
	X7.2	3,936	3,936
E-Service Quality	Y1.1	3,936	3,936
	Y1.2	3,894	3,844
	Y1.3	3,936	3,936
	Y2.1	3,936	3,936
	Y2.2	3,868	3,868
	Y2.3	3,936	3,936
	Y3.1	3,844	3,844
	Y3.2	3,936	3,936
	Y3.3	4,011	3,678
	Y4.1	3,844	3,868
	Y4.2	3,574	3,574
	Y4.3	3,894	3,949
	Y4.4	3,936	3,936
	Y5.1	3,593	3,593
	Y5.2	3,936	3,936
	Y5.3	3,755	3,735

Variable	Indicator Label	Average	
		Perception (Performance)	Hope (Importance)
Consumer Purchasing Decisions	Y6.1	3,936	3,936
	Y6.2	4,011	3,755
	Y7.1	3,868	3,949
	Y7.2	3,735	3,715
	Z1.1	3,936	3,574
	Z1.2	3,712	3,712
	Z2.1	3,979	3,979
	Z2.2	3,776	3,844
	Z3.1	4,011	3,868
	Z3.2	3,868	3,921
	Z4.1	3,472	3,574
	Z4.2	3,820	3,755
	Z5.1	3,936	3,936
	Z5.2	3,894	3,844
	Z6.1	3,715	3,776
	Z6.2	3,798	3,798
General average		3.838	3.816

Source: Data Processing Results, 2025

The average of the research variable indicators in the table is then presented in a Cartesian diagram using the Graph Scatter Plot menu in the SPSS 26 program, the results are as follows:

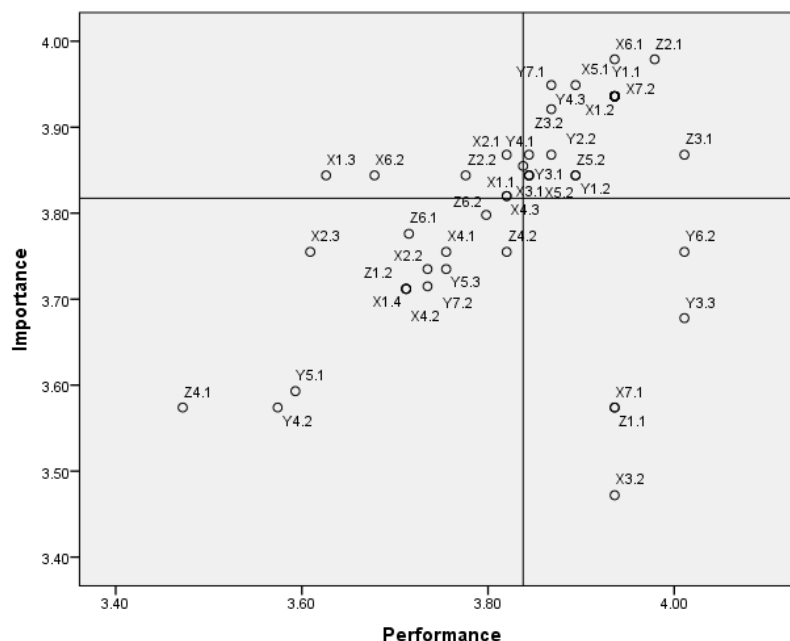


Figure 1 Cartesian Diagram Importance Performance Analysis

Block A shows factors or attributes that are considered to have an influence, including elements that are considered important but management has not implemented according to the respondents' wishes, namely regarding.

X1.1 PT. XYZ, Tbk products through online shopping chat applications/features vary in size and packaging

- X1.3 Product information in the PT. XYZ, Tbk online shopping chat application/feature/social media is clearly displayed through images/videos, making it easier for consumers to find the desired products
- X2.1 The price of the products offered is affordable according to consumer purchasing power
- X4.3 Consumers are interested in shopping at PT. XYZ, Tbk because it is well-known in the community
- X6.2 Ease of getting help or consultation online regarding the service products offered.
- Z2.2 Consumers decide to buy products online at PT. XYZ, Tbk, because it is already popular in the community

Block B shows the main points that the company has successfully implemented, therefore, it is mandatory to maintain them, namely regarding

- X1.2 PT. XYZ, Tbk product prices are in accordance with their quality
- X3.1 The layout of PT. XYZ, Tbk's social media/application/online shopping chat features is easy to remember
- X5.1 Employee profiles are clearly displayed so that they can convince customers that the company is a genuine company. An employee's ability to solve problems or educate customers through virtual channels
- X5.2 Ease of PT. XYZ, Tbk product acquisition procedures through online shopping
- X6.1 Consumers buy PT. XYZ, Tbk products based on consumer reviews on the online shopping chat application/feature or based on influencer reviews on social media
- X7.2 Finding the items needed is very easy through the PT. XYZ, Tbk online shopping chat application/feature
- Y1.1 Easy to browse the PT. XYZ, Tbk online shopping chat application/feature from anywhere
- Y1.2 Information provided by the PT. XYZ, Tbk online shopping chat application/feature is easy to understand
- Y1.3 Orders through the PT. XYZ, Tbk online shopping chat application/feature always meet consumer expectations
- Y2.1 Delivery of orders through the PT. XYZ, Tbk online shopping chat application/feature is always on time
- Y2.2 Inventory of goods needed by consumers through the PT. XYZ, Tbk online shopping chat application/feature is always available
- Y2.3 When shopping through the PT. XYZ, Tbk online shopping chat application/feature rarely experiences disruptions
- Y3.1 Login / loading the PT. XYZ, Tbk online shopping chat application/feature page is not slow
- Y3.2 The PT. XYZ, Tbk online shopping chat application/feature maintains the security of personal information. PT. XYZ, Tbk online shopping chat application/feature has secure and private transaction data
- Y4.1 Safe transaction protection for credit card users through the PT. XYZ, Tbk online shopping application
- Y4.3 Consumer complaint handling system through the PT. XYZ, Tbk online shopping chat application/feature is carried out quickly
- Y4.4 There is compensation provided by PT. XYZ, Tbk for inaccurate time in transactions through the online shopping application
- Y5.2 A telephone number for consumer complaints/complaints is available regarding PT. XYZ, Tbk online services
- Y6.1 Consumers decide to buy products online at PT. XYZ, Tbk because they trust the

- products offered
- Y7.1 Consumers decide to buy products online at PT. XYZ, Tbk because they are always ready stock
 - Z2.1 Consumers decide to buy products online at PT. XYZ, Tbk because they are easy to get
 - Z3.1 Consumers decide to buy products online at PT. XYZ, Tbk based on the amount needed
 - Z3.2 Consumers decide to buy products online at PT. XYZ, Tbk because the more diverse the products, the more the amount will be purchased
 - Z5.1 PT. XYZ, Tbk product prices are in accordance with their quality
 - Z5.2 The layout of PT. XYZ, Tbk social media/application/online shopping chat features is easy to remember

Block C shows several factors that have less important influence for respondents, their implementation by the company is mediocre, considered less important and less satisfactory, namely regarding:

- X2.2 PT. XYZ, Tbk product prices are cheaper than competing products
- X2.3 PT. XYZ, Tbk provides discount prices at certain times (e.g. on Eid, Independence Day or others)
- X4.1 Consumers are interested in shopping at PT. XYZ, Tbk because they see advertisements on social media
- X4.2 PT. XYZ, Tbk often provides discounts
- Y4.2 There is information on privacy policies when using the PT. XYZ, Tbk online shopping application
- Y5.1 The product return system via the PT. XYZ, Tbk online shopping application/chat feature is carried out quickly
- Y5.3 The refund system via the PT. XYZ, Tbk online shopping application/chat feature is carried out quickly and easily
- Y7.2 There is customer service ready to help consumers who have difficulty in the PT. XYZ, Tbk online shopping process
- Z1.2 Consumers decide to buy products online at PT. XYZ, Tbk because the products offered are of good quality
- Z4.1 Consumers decide to buy products online at PT. XYZ, Tbk because it is fast
- Z4.2 Consumers decide to buy products online at PT. XYZ, Tbk because it is easy to buy
- Z6.1 Consumers decide to buy products online at PT. XYZ, Tbk because of the ease of making payments
- Z6.2 Consumers decide to buy products online at PT. XYZ, Tbk because the technology used is diverse for making payments

Block D shows factors that influence satisfaction that are less important, but are implemented excessively, are considered less important but very satisfying for respondents, namely regarding:

- X3.2 The layout of the social media/application/feature of PT. XYZ, Tbk's online shopping chat is easy to find
- X7.1 The display of product information in the PT. XYZ, Tbk online shopping application/feature is attractive and neat
- Y3.3 There is system maintenance to improve/fix the performance of the online shopping application
- Y6.2 There is compensation given by PT. XYZ, Tbk for damaged goods during the shipping process via the online shopping application

Z1.1 Consumers decide to buy products online at PT. XYZ, Tbk because they are useful and needed

Data Normality Check

In this study, the theoretical model developed by the author will be analyzed using the Structural Equation Modeling (SEM) technique with parameter estimation through the Maximum Likelihood (ML) method, which requires a minimum data measurement scale of intervals. Therefore, the first step before SEM analysis is to change the data scale from ordinal to interval using the Method of Successive Interval (Syarifudin Hidayat, 2005:55). The process of increasing the ordinal scale to an interval scale for all questionnaire items is presented in the appendix. Then the interval scale data is arranged into a matrix consisting of 20 (twenty) manifest variables that will be used as input matrices for the Confirmatory Factor Analysis and SEM models.

The second step, before CFA and SEM analysis, it is to check the normality of the data. Data normality can be determined by observing the c.r. value for the skewness and kurtosis tests, which are between -2.58 and +2.58. From the summary statistics of the univariate normality test, it is known that the c.r. value The largest negative skew is in the Y7 dimension of -1.635, while the largest positive c.r. skew value is in the X3 dimension of 1.379. Meanwhile, in the kurtosis test, the largest negative c.r. value is in the Y5 dimension of -1.846, and there are no positive c.r. values. Thus, all c.r. values for the skewness and kurtosis tests are still in the range of -2.58 to +2.58, which indicates that the data is normally distributed univariately.

Table 5 Assessment of Normality

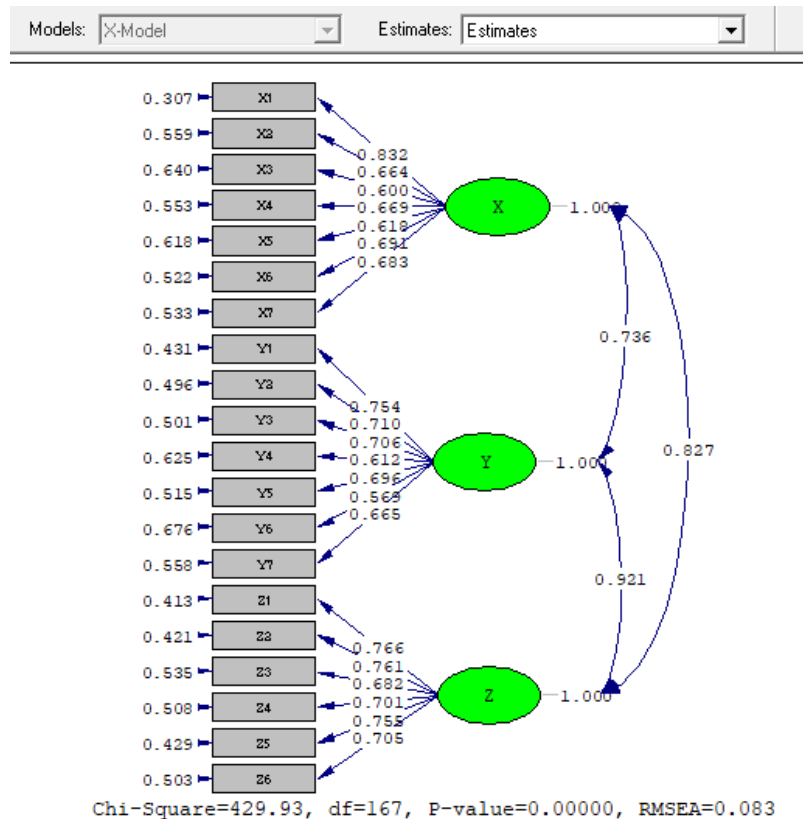
Variable	Min	max	skew	c.r.	kurtosis	c.r.
Z6	4.000	10.659	-.143	-.884	-.273	-.845
Z5	4.138	10.959	-.136	-.845	-.284	-.880
Z4	3.000	10.496	.178	1.101	-.263	-.815
Z3	4.000	10.990	-.103	-.638	-.154	-.478
Z2	4.000	10.957	-.154	-.954	-.409	-1.265
Z1	3.011	10.682	.150	.927	-.294	-.911
Y7	4.000	10.927	-.264	-1.635	-.118	-.364
Y6	4.153	11.215	-.112	-.694	-.283	-.875
Y5	6.272	16.080	-.050	-.312	-.596	-1.846
Y4	9.312	20.325	-.100	-.620	-.460	-1.425
Y3	6.010	16.378	-.162	-1.005	-.185	-.573
Y2	6.368	16.444	-.010	-.063	-.421	-1.302
Y1	6.320	16.370	.002	.015	-.499	-1.544
X1	9.386	20.812	.041	.253	-.445	-1.378
X2	6.000	14.944	-.129	-.797	-.092	-.285
X3	4.235	10.967	.223	1.379	-.222	-.687
X4	5.000	15.245	-.065	-.405	-.536	-1.660
X5	4.253	11.128	-.105	-.652	-.403	-1.248
X6	4.002	10.851	.017	.107	-.556	-1.722
X7	4.324	11.220	-.134	-.830	-.519	-1.607
Multivariate					5.037	1.287

Source: Data Processing Results, 2025

Based on the Table in the last row, the multivariate normal distribution test of skew and kurtosis shows a critical ratio value of 1.287, the value is in the range of 2.58, indicating that the data is multivariate normally distributed. Thus, the Maximum Likelihood (ML) method can be used as an appropriate method as a parameter estimator for this research data.

Structural Model of E-Marketing Mix Against E-Service Quality and Its Implications for Consumer Purchasing Decisions at PT. XYZ, Tbk

To determine the relationship between latent variables through the Confirmatory Factor Analysis (CFA) method, the data is then processed using Lisrel 8.80 software. The CFA Model of E-Marketing Mix, E-Service Quality, and Consumer Purchasing



Decisions is as follows:

Goodness of Fit Statistics	
Degrees of Freedom = 167	
Normal Theory Weighted Least Squares Chi-Square = 429.930 (P = 0.0)	
Root Mean Square Error of Approximation (RMSEA) = 0.0829	
Normed Fit Index (NFI) = 0.952	
Non-Normed Fit Index (NNFI) = 0.968	
Comparative Fit Index (CFI) = 0.972	
Goodness of Fit Index (GFI) = 0.842	
Adjusted Goodness of Fit Index (AGFI) = 0.801	

Figure 2 CFA Model (Standardized) E-Marketing Mix, E-Service Quality and Consumer Purchasing Decisions

Based on the initial CFA Model Image, at the bottom is listed the Chi-square value = 429.93 with a probability of rejecting the null hypothesis of 0.00000 (P-value = 0.00000), and RMSEA (Root Mean Square Error Approximation) of 0.083 indicating the model is not fit. These results indicate that the CFA Model does not meet the requirements for the model to be declared fit because the P-value < 0.05, and the RMSEA is greater than 0.08. The NFI, NNFI, and CFI indices are 0.952, 0.968, and 0.972 respectively, the values are greater than 0.95 indicating the model is fit, the GFI value = 0.842 and AGFI = 0.801, the values are in the range of 0.80 - 0.90 which indicates a marginal model (still acceptable). To obtain a better model with a GFI index that meets the model fit requirements (GFI > 0.90), the researcher

will modify this initial CFA model. Modifications to the initial CFA model are made by considering the modification index value (Modification Indices/MI) which is greater than 4. In the LISREL output, there are usually 2 parts of the modification index, namely the part adding the path (The Modification Indices Suggest to Add the Path) and the part adding the error covariance (The Modification Indices Suggest to Add an Error Covariance). Because the CFA model all latent variables are interrelated and manifest variables are not allowed to predict more than one latent variable, if there is a modification index for the path addition section, it does not need to be considered, only the modification part of the covariance addition is considered. The results of the analysis of the values are presented as follows.

Tabel 6 Modification Indices Covariances

Between		The Modification Indices Suggest to Add an Error Covariance	
	and	Decrease in Chi-Square	New Estimate
X2	X1	40.6	0.23
X3	X1	22.2	0.18
X3	X2	14.6	0.17
X4	X1	31.7	-0.20
X4	X2	18.0	-0.18
X5	X1	21.5	-0.17
X5	X2	10.0	-0.14
X5	X3	9.3	-0.14
X5	X4	13.4	0.16
X6	X2	11.3	-0.14
X6	X4	28.5	0.22
X6	X5	24.9	0.21
X7	X2	15.0	-0.16
X7	X3	12.0	-0.15
X7	X4	18.9	0.18
X7	X5	11.4	0.14
Y6	Y5	15.9	0.17
Y7	Y1	10.0	-0.12
Y7	Y5	16.1	0.16
Y7	Y6	16.2	0.18

Discussion

E-Marketing Mix PT. XYZ, Tbk

The results of descriptive analysis of research data at PT. XYZ, Tbk show that the Product has good criteria with an actual score percentage of 63.1%. Empirically, the most important thing according to consumers is the price of PT. XYZ, Tbk products that match their quality (64.8%), followed by the PT. XYZ, Tbk product indicator through online shopping chat applications/features that vary in terms of size and packaging (64.3%). While the lowest indicator regarding product availability through social media/applications/online shopping chat features PT. XYZ, Tbk is very complete (60.8%). Product quality is the main value expected by customers from manufacturers, including superior product quality and service. Quality is an important element that must be met by every company to ensure that its products remain competitive in the market and meet consumer needs and desires. Based on the results of the proportion test analysis using the Z-test, it was concluded that the E-Marketing Mix at PT. XYZ, Tbk, has been implemented well. With the large contribution of respondents' answers to the E-Marketing Mix variable of 63.6%, it is included in the high acquisition category (>60% -80%). The indicators that cause the level of E-Marketing Mix to be fulfilled in each dimension, especially the price indicator of PT. XYZ, Tbk products that are in accordance with their quality (Product), the price of the products offered is in accordance with consumer purchasing power (Price), the arrangement of the appearance of social media/applications/online shopping chat features of PT. XYZ, Tbk is easy to find (Place), consumers are interested in shopping at PT. XYZ, Tbk because it is already well-known in the community (Promotion), the ability of employees to solve problems or educate

customers through virtual channels (People), the ease of the procedure for obtaining PT. XYZ, Tbk products through online shopping (Process), and the display of product information on the PT. XYZ, Tbk online shopping site is attractive and neat (Physical evidence).

E-Service Quality PT. XYZ, Tbk

The results of descriptive analysis of research data at PT. XYZ, Tbk, show that Efficiency has good criteria with an actual score percentage of 65.0%. Empirically, the most important thing according to consumers is regarding easy browsing of PT. XYZ, Tbk online shopping chat application/feature from anywhere (68.9%). While the lowest indicator regarding the information provided by the PT. XYZ, Tbk online shopping chat application/feature is easy to understand (62.4%).

Based on the results of the proportion test analysis using the Z-test, it was concluded that E-Service Quality at PT. XYZ, Tbk, has satisfied consumers. With the large contribution of respondents' answers to the E-Service Quality variable of 65.7%, it is included in the high acquisition category (>60%-80%). Indicators that cause the level of E-Service Quality to be fulfilled in each dimension, especially the indicator of easy browsing of PT. XYZ, Tbk online shopping chat application/feature from anywhere (Efficiency), consumers are the stock of goods needed by consumers through the PT. XYZ, Tbk online shopping chat application/feature is always available (Fulfillment), there is a system maintenance to improve/fix the performance of the online shopping application (Reliability), the PT. XYZ, Tbk online shopping chat application/feature has secure and private transaction data (Privacy), the refund system through the PT. XYZ, Tbk online shopping chat application/feature is carried out quickly and easily (Responsiveness), there is compensation given by PT. XYZ, Tbk for damaged goods in the shipping process through the online shopping application (Compensation), and there is a customer service ready to help consumers who have difficulty in the PT. XYZ, Tbk online shopping process (Contact).

Consumer Purchasing Decision of PT. XYZ, Tbk

The results of the descriptive analysis of research data at PT. XYZ, Tbk, show that Product Choice has good criteria with an actual score percentage of 65.6%. Empirically, the most important thing according to consumers is that consumers decide to buy products online at PT. XYZ, Tbk, because they are useful and needed (65.8%). While the lowest indicator is that consumers decide to buy products online at PT. XYZ, Tbk, because the products offered are of good quality (65.4%).

Based on the results of the proportion test analysis using the Z-test, it was concluded that Consumer Purchasing Decisions at PT. XYZ, Tbk, have satisfied consumers. With the large contribution of respondents' answers to the Consumer Purchasing Decision variable of 65.7%, it is included in the high acquisition category (>60%-80%). The indicators that cause the Consumer Purchasing Decision level to be fulfilled in each dimension, especially the indicators of consumers deciding to buy products online at PT. XYZ, Tbk because they are useful and needed (Product Choice), consumers deciding to buy products online at PT. XYZ, Tbk because they trust the products offered (Brand Choice), consumers deciding to buy products online at PT. XYZ, Tbk because they are always ready stock (Dealer Choice), consumers deciding to buy products online at PT. XYZ, Tbk because they are easy to buy (Purchasing Timing), consumers deciding to buy products online at PT. XYZ, Tbk because the more diverse the products, the more the amount will be purchased (Purchase Amount), and consumers deciding to buy products online at PT. XYZ, Tbk because the technology used is diverse for making payments (Payment Method).

The Influence of E-Marketing Mix on E-Service Quality at PT. XYZ, Tbk

Electronic marketing by (Chaffey, 2019) is interpreted as having a wider reach because it refers to digital media such as the Internet and email. Able to manage data and wireless media of digital customers and how the internet can help be used together with traditional media to provide and receive services to customers. which because it can be considered to have a wider reach, refers to digital media such as the web, email, and wireless media.

There is a significant influence of the E-Marketing Mix which includes the dimensions of product, price, place, promotion, people, process and physical evidence on E-Service Quality at PT. XYZ, Tbk, which is indicated by the statistical value of the t-test of 9.715 which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.774 which indicates that if other variables are considered constant, then each increase in one E-Marketing Mix will result in an increase in E-Service Quality by 0.774 units. The magnitude of the influence of E-Marketing Mix on E-Service Quality is 59.9% while the remaining 40.1% is influenced by other factors outside the research variables. Empirically, this shows that E-Marketing Mix which includes the dimensions of product, price, place, promotion, people, process and physical evidence affects E-Service Quality. If E-Marketing Mix is implemented properly, it will result in consumers feeling satisfied with the quality of electronic services (E-Service Quality). The results of this study are in line with the research presented by Khairunnisa (2021) entitled "The Effect of Marketing Mix Mediated by Service Quality on Purchasing Decisions at Surya Naufal Farm," where the path analysis of the initial model shows a significance level of 0.000 for the impact of the marketing mix variable on service quality. Examination of the impact of variable X (marketing mix) on Z (service quality) produces a significance level of 0.000, which is less than 0.05. It can be determined that H1 is directly accepted because there is a significant influence between variable X (marketing mix) and variable Z (service quality) at Surya Naufal Farm. The more superior the Marketing Mix implemented by Surya Naufal Farm, the higher the level of service provided.

The Influence of E-Marketing Mix on Consumer Purchasing Decisions at PT. XYZ, Tbk

Sangadji and Sopiah (Nainggolan, 2018) emphasized that purchasing choices are an integrative process that synthesizes knowledge to assess various alternative actions and choose one. According to Kotler (2020), purchasing decisions are a phase in the decision-making process where consumers make purchases.

There is a significant influence of E-Marketing Mix which includes the dimensions of product, price, place, promotion, people, process and physical evidence on Consumer Purchasing Decisions at PT. XYZ, Tbk, as indicated by the statistical value of the t-test of 4.602 which is absolutely smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.426 which indicates that if other variables are considered constant, then every increase in one E-Marketing Mix will result in an increase in Consumer Purchasing Decisions by 0.426 units. The magnitude of the influence of E-Marketing Mix on Consumer Purchasing Decisions is 18.1% while the remaining 81.9% is influenced by other factors outside the research variables. Empirically, this shows that E-Marketing Mix which includes the dimensions of product, price, place, promotion, people, process and physical evidence influences Consumer Purchasing Decisions. If E-Marketing Mix is implemented properly, it will result in satisfaction with the quality of electronic services for Consumer Purchasing Decisions. The results of this study are in line with the research presented by Kelvin et al. (2021) in their work entitled "Analysis of the Influence of Digital Marketing on Purchasing Decisions for Grabfood in Kebon Jeruk District," which revealed that search engine marketing, social media marketing, and public relations significantly and substantially influence consumer purchasing decisions. The coefficient of determination shows that search

engine marketing, social media marketing, and public relations contribute 0.446 or 44.6% of Grabfood consumer purchasing decisions in Kebon Jeruk District.

The Influence of E-Service Quality on Consumer Purchasing Decisions at PT. XYZ, Tbk

The definition of electronic service quality according to (Zeithaml et al., 2019) is a customer assessment of activities that broadly cover all phases of consumer interaction with a website: the extent to which the website facilitates efficient and effective shopping, purchasing, and delivery. Electronic service quality is a broader form of service quality using electronic media and the internet to connect sellers and buyers in buying and selling activities effectively and efficiently (Chase, 2013).

There is a significant influence of E-Service Quality, which includes the dimensions of efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact on Consumer Purchasing Decisions at PT. XYZ, Tbk, as indicated by the statistical value of the t-test of 6.069 which is smaller than the critical z of 1.96. The standardized slope coefficient is positive at 0.595, which indicates that if other variables are considered constant, then every increase in one E-Service Quality will result in an increase in Consumer Purchasing Decisions by 0.595 units. The magnitude of the influence of E-Service Quality on Consumer Purchasing Decisions is 35.4%, while the remaining 64.6% is influenced by other factors outside the research variables. Empirically, this shows that E-Service Quality, which includes the dimensions of efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact, influences Consumer Purchasing Decisions. If E-Service Quality is implemented properly and consumers are satisfied with the service, it will result in consumers deciding to purchase the company's products. The results of this study are in line with the research presented by Rifqy (2020) who conducted a study entitled "The Influence of Payment Methods, Electronic Service Quality, and Online Customer Assessments on Purchasing Decisions in the Tokopedia Application (Case Study on the Community in Pontianak City)," which revealed that Payment Methods have a negative and significant impact on Purchasing Decisions, while Electronic Service Quality shows a positive and significant effect on Purchasing Decisions.

The Influence of E-Marketing Mix on E-Service Quality and Its Implications on Consumer Purchasing Decisions at PT. XYZ, Tbk

There is a significant influence of E-Marketing Mix, which includes the dimensions of product, price, place, promotion, people, process, and physical evidence on E-Service Quality and its implications on Consumer Purchasing Decisions at PT. XYZ, Tbk, as indicated by the statistical value of the F count test of 960.963, which is greater than the critical F of 2.645. The determination coefficient is 0.928 or 92.8%, so that the magnitude of the influence of E-Marketing Mix on E-Service Quality through the intervening variable of Consumer Purchasing Decisions is 92.8% while the remaining 7.2% is influenced by other factors outside the research variables.

Empirically, this shows that E-Marketing Mix which includes the dimensions of product, price, place, promotion, people, process and physical evidence affects E-Service Quality and has implications for Consumer Purchasing Decisions. If the E-Marketing Mix is implemented properly, it will result in consumers feeling satisfied with the quality of electronic services, which as a result can make consumers decide to buy products at PT. XYZ, Tbk.

The results of this study are in line with the research presented by Khairunnisa (2021) that the results of the path analysis show that the direct effect of the marketing mix variable (X) on the purchasing decision variable (Y), without taking into account the service quality variable (Z), is 0.392. The indirect effect of the marketing mix variable (X) on the purchasing

decision variable (Y) through the service quality variable (Z) is determined by multiplying the $X \rightarrow Z$ path by the $Z \rightarrow Y$ path. The indirect effect is calculated as 0.379 multiplied by 0.440, resulting in 0.16676. The cumulative effect is 0.392 plus 0.16676, equal to 0.55876. Researchers use the Sobel test to assess the substantial impact of intervening or mediating variables. The findings from the Sobel test show a t-value of 2.7434, exceeding the t-table value of 1.985. These data indicate direct acceptance of H4. This indicates a substantial impact of marketing mix variables (product, price, promotion, and place) on purchasing decisions at Surya Naufal Farm, which is mediated by service quality. If Surya Naufal Farm optimizes the marketing mix and improves service quality, the resulting purchasing decisions will be maximized.

CONCLUSION

From the results of the analysis and discussion on the influence of E-Marketing Mix on E-Service Quality and its implications for Consumer Purchasing Decisions at PT. XYZ, Tbk, the following conclusions can be drawn:

1. E-Marketing Mix which includes Product, Price, Place, Promotion, People, Process, Physical Evidence at PT. XYZ, Tbk has been implemented well.
2. E-Service Quality which includes Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, Contact at PT. XYZ, Tbk has been satisfactory.
3. Consumer Purchasing Decisions which include Product Choice, Brand Choice, Dealer Choice, Purchasing Timing, Purchase Amount, Payment Method at PT. XYZ, Tbk are good.
4. There is a significant influence of E-Marketing Mix which includes Product, Price, Place, Promotion, People, Process, Physical Evidence on E-Service Quality at PT. XYZ, Tbk with a direct influence of 59.9%.
5. There is a significant influence of E-Marketing Mix which includes Product, Price, Place, Promotion, People, Process, Physical Evidence on Consumer Purchasing Decisions at PT. XYZ, Tbk with a direct influence of 18.1%.
6. There is a significant influence of E-Service Quality which includes Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, Contact on Consumer Purchasing Decisions at PT. XYZ, Tbk with a direct influence of 35.4%.
7. There is a significant influence of E-Marketing Mix which includes Product, Price, Place, Promotion, People, Process, Physical Evidence on E-Service Quality and its implications on Consumer Purchasing Decisions at PT. XYZ, Tbk with a simultaneous influence of 92.8%.

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