

Effect of Online Marketing, Prices, Services and Business Ethics on the Decision to Purchase Products (Study in Consumer Products Online Fashion in Makassar)

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Abstract: *This research aims to; 1. identify and analyze the impact of online marketing on purchasing decisions, 2. determine and analyze the effect of price on purchase decisions, 3. determine and analyze the effect of the service on purchasing decisions, 4. determine and analyze the influence of business ethics on purchasing decisions, 5. know and simultaneously analyze the effect of online marketing, price, service and business ethics on purchasing decisions.*

The population of this study of 472,000 inhabitants, whereas the present study sample was determined by determining the minimum sample approach Ferdinand (2006) as many as 118 respondents consisting of professional doctors, teachers, civil servants, private sector and students. The collected data is processed and analyzed by using multiple regression analysis (multiple regression).

The results showed that online marketing has a positive effect on purchasing decisions. However, the study can not prove that price, service and business ethics significantly influence consumers in making purchasing decisions on fashion products via the Internet.

Keywords: *Online Marketing, Pricing, Services, and Marketing Ethics Purchase Decision*

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I. Introduction

The development of rapid information technology began to be used not only to exchange information, news, and the like, but this time the information technology has begun to be used to explore and advance the business world. The business world today is much different and more complex, coupled with development of information technology is very rapid impact on the development of business and marketing.

One of the development of information technology is a rapidly growing internet technology, this virtual world technology is a technology that is currently a trend for the various groups, both from children to older people currently using it. With the internet anyone can communicate with others who are in various parts of the world without being limited by time and space. Through the internet they can obtain and impart information needed anytime and anywhere. Networking social networking is more advanced that today can be described as phenomenal is twitter, facebook and path.

time This marketing can implement a new technology rapidly and is able to reach consumers globally in a short time and funds that are not too large. The growth of Internet users more advanced. This is because the amount of access that allows it to use the internet. According to data from the Association of Indonesian Internet Service Provider (APJII) the number of internet users in Indonesia, has increased every year.

Internet users in Indonesia has increased rapidly from year to year, and the Association of Indonesian Internet Service Provider (APJII) predicts the number of Internet users in Indonesia in 2015 reached 107 million Internet users as the trade sector recorded the most (28.1 %), followed bidang jasa and consultants (25.5%), education (12.7), government (9.1%) and the rest of the other fields. When viewed from a number of users and the composition of Internet users, online businesses can actually thrive in cyberspace. This phenomenon shows that the very high public interest in using the internet to conduct business transactions. But the problem that arises is the inconsistent time delivery of goods ordered,

Indonesian society still do not trust foreign online shops. a wide range of issues of business ethics violations are often carried out by shop online businesses. Various scams through online shop makes people hesitant to make purchases through the online shop. Doubt is coupled with the public's unfamiliarity did not see and try out the goods offered.

Kotler (2009), that today is the Internet gives the company a set of capabilities, including; 1) The Company may operate internet, sales channels and new information is very influential, with an expanded

geographical reach to inform and promote the business and their products throughout the world. By opening one or more websites, companies can deliver products and services, company history, business philosophy, employment opportunities, and other information of interest to visitors. 2) The Company may collect information more complete and rich about markets, customers, prospective customers, and competitors. 3) The Company may have two-way communication with customers, prospective customers, and more efficient transactions.

There are several reasons why more and more people shop and do business on the internet. Visa eCommerce Consumer, monitor research associates belonging to Visa, finding answers to the following four; First, about 80% of respondents said online shopping time more flexible. Second, as much as 79% of respondents said they are easier to compare prices so they can save even more. Thirdly, 78% of respondents to compare products. The last 75% of respondents to look for bargains (Kasali, 2011).

According to Sari (2009), the proliferation of online shop opened up business opportunities in the field of fashion products on the internet that many targeting teens as consumers many of the teenagers who come from the educated as a student. Various kinds of fashion products from head to foot like a shoe that demand is very much a product to meet the needs of women.

The proliferation of business on the internet of course this will lead to competition in the online business is getting tougher, this requires that the online store to pay attention to factors that can continue to make the online fashion store can survive, grow and develop, in this case the online fashion store more are required to move faster in terms of attracting consumers. Online fashion store need to look at consumer behavior and the factors that influence the purchase decisions of consumers.

In addition to online marketing, a review of the price is also important, as any price set by the company will result in the level of demand for different products. In most cases, it is the demand and price inversely, ie, the higher the price, the lower the demand for the product. And vice versa, the lower the price, the higher the demand for the product (Kotler, 2009). Therefore, appropriate pricing should receive the most attention from companies. Seperti well as the theory advanced by Howard (2007) which states that the simplest reason of buying online is to save money. In some categories online, the price is significantly lower than the list price of the manufacturer or outlets purchase price therefore includes important in influencing purchase decisions on online stores.

Purchasing products online often involve various degrees of risk / uncertainty, especially when consumers need to provide credit card information online. Because of the nature of "hands-on" in the aspect of clothes shopping, clothes shopping online is associated with a higher risk (Bhatnagar et al., 2000; Hawes and Lumpkin, 1986) and this risk is often associated with the belief in shopping behavior online (Newholm et al., 2004).

Throughout history and numerous cases in the trade or business activity is never escape the ethical spotlight. Attention business ethics for the rest of the business itself. In the ancient texts can already read a warning to store owners who cheat by selling merchandise according to weight measurement that is untrue, unethical. Can be seen in the holy book Quran in Surah Al-Araf Verse 85, which means: And (We sent) to the residents of Mad-yan, their brother Shoaib. He said: "Hi, My people, worship Allah; you have no deity other than Him. Now hath come unto you a clear proof from your Lord. Then the full measure and weight and do not subtract for humans goods dosing and weighing and do not make mischief in the earth after the Lord fix. That is better for you if really you people who believe ".

According Bartens (2000), that business ethics is the application of ethical principles are common to a particular region of human behavior, namely economic and business activity. Prinsip-ethical principles do not stand alone but are listed in a systematic framework that we call the theory.

Along with the demands for creating an atmosphere of well-managed business business people are expected to avoid rationalization measures less or even unethical.

based onThe above description of researchers interested in conducting research. This study develops previous research is research Anita (2011), Juhaeri (2012), Lia (2012) and Mujiyana (2013). Anita study (2011) showed by using internet marketing program can increase sales volume and with their marketing programs over the Internet can influence purchasing decisions. Juhaeri (2012) in his research the influence of on-line marketing, price, service to the purchasing decision concludes thatservice factors that contribute the greatest influence on purchase decisions. Meanwhile, Lia (2012), which examines the factors that influence consumer behavior towards the purchase of fashion products offered via social networking. Research results show that trust variables that most influence on consumer behavior online shop to the consumer's decision to purchase fashion products offered via social networking. Besides that, Mujiyana (2013), which examines the factors that influence purchasing decisions on the internet via an online shop. The test results show advertising program partially positive and significant effect on the variable information processing.

However, the difference this study with several previous studies that their variable business ethics as one of the factors that could potentially affect consumers in terms of determining the purchase decision. The

underlying It is important to do research with a focus on the linkages between the pemasaran online, price, service and business ethics consumer purchase decisions in conducting business transactions via the Internet, particularly on the consumer online fashion store in the city of Makassar,

Research purposes

The purpose of this study is

1. To know and analyze the impact of online marketing on purchasing decisions.
2. To know and analyze the effect of price on purchase decisions
3. To know and analyze the influence of the service to the buying decision.
4. To know and analyze the influence of business ethics on purchasing decisions.
5. To know and analyze the effect of simultaneous online marketing, price, service and business ethics on purchasing decisions.

II. Research Methods

Design Research

This study was conducted using a quantitative approach using survey research type is research by taking a sample of the population using kuisionir as the principal means of data collection.

Time and Location Research

When the study began in August 2015. The research was conducted in the city of Makassar on the number of consumers who make purchases of fashion products through the internet or online media.

Data collection technique

Data collection techniques used in this study, using primary data. Where the collection of data by distributing a list of questions or a questionnaire containing questions related to the research to the online consumer.

Population and Sample

The population in this study are all consumers who never make purchases at online fashion store, because the population used is whole who never make purchases at online fashion store huge numbers, based on data from the Association of Indonesian Internet Service Provider (APJII) 2015, Internet users in the city of Makassar as many as 472,000 inhabitants and the proportion of internet users who have online shopping experience throughout South Sulawesi by 53%. scattered and difficult to know for sure, then sampled for this study

Determination of the minimum sample size is calculated as follows (Ferdinand, 2006):

$N = (5 \text{ to } 10 \times \text{the number of indicators used})$

$N = 5 \times 23 \text{ indicators}$

$N = 115 \text{ samples}$

From the above calculation, the obtained sample to be studied is by 115 respondents (consumer online fashion pruduk) ..

Data analysis method

1. regression

Multiple regression analysis in this study is used to determine the relationship to four independent variables (X) with the dependent variable (Y). Regression model using the formula cited in Sugiyono (2010), namely:

$$Y = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e_i$$

Where :

Y = Buying decision

b₀ = constants

b₁, B₂, b₃ and b₄ = Regression Coefficients

X₁ = Marketing *On line*

X₂ = Price

X₃ = Service

X₄ = Business ethics

e_i = mistake factor

2. T-test (Test Partial)

Used to determine the influence of online marketing variables, price, service and business ethics to the purchasing decision partially.

3. Test-F (Simultaneous Testing)

Used to determine the amount of the influence of online marketing, price, service and business ethics on purchasing decisions simultaneously.

III. Results And Discussion

Research result

Results of research on the effect of pemasaran online, price, service and business ethics to particularly in consumer purchase decisions online fashion store in the city of Makassar,

Hypothesis Test Results

Based on the results of data processing research has been done, then it can be shown the summary, as shown in the table below.

TABLE: SUMMARY OF TEST RESULTS Regression

variables	Coefficient	t-ratio	probability Significancy	Decision	VIP
Online Marketing (X1)	0.657	8.867	0,000	Significant	2,149
Price (X2)	0.051	0,629	.530	Ill. Significant	1,910
Services (X3)	0.106	1,085	.280	Ill. Significant	2,390
Business Ethics (X4)	0.143	1,407	0.162	Ill. Significant	2,043
constants	0.086	0.315	0753	-	
R2	0.696				
F - ratio	64.616				
(Prob. - Sig.)	0,000				
DW	1,810				
N	118				

Sources: Primary data is processed, 2015

From the table above can be used to explain the research hypotheses that have been formulated in the previous chapter (if the hypothesis is rejected or not be denied), in addition to answering the research statement.

a. The results of hypothesis testing 1,2,3 and 4

Testing this hypothesis using partial test or t-test, to determine the effect of each independent variable ie online marketing, price, service and business ethics of the dependent variable purchase decisions.

The table above shows the probability of a different significance among the independent variables. But the independent variable that has a value significantly less than 5% is the only online marketing variables with a significance probability of 0.000, t = 8.867 and the value of the parameter coefficient of 0.657. This means that the partial, only online marketing variables that have a significant influence on product purchasing decisions.

While the variable price, service and business ethics do not have a significant influence on purchasing decisions, because the significance probability value of its t-value > $\alpha = 5\%$. Thus the second alternative hypothesis, the alternative hypothesis 3 and 4 alternative hypothesis is rejected, but for the alternative hypothesis 1 could not be denied in this study.

b. The results of hypothesis testing 5

To find out the results of a test of hypothesis 5, carried out using F-test, to find out if online marketing variables, price, service and business ethics simultaneously influence the purchase decision variable.

In the table above, shows the calculated F value of 64.618 with a significance probability of 0.000. Since the probability of significance is less than 5% ($p < 0.05$), then it is said that the regression model can be used to explain the purchase decision.

This means that online marketing, price, service and business ethics simultaneously (together) influence on purchase decisions fashion products at the online store. Thus the alternative hypothesis 5 can not be denied in this study.

From the table above also shows that $R^2 = 0.696$ or 69.6%, which means that the decision can be explained by the variable purchase online marketing, price, service and business ethics, while the remaining 30.4% is explained by other factors beyond the study models.

IV. Discussion

1. Influence Buying Decision Against Online Marketing

From the results of the regression test showed that online marketing has a significant and positive effect on product purchasing decisions, particularly in the purchase of fashion products. This means that in order to determine the purchase decision. Consumers prefer to transact through social media, because it is more practical. In addition, provide more complete information about the fashion products so as to meet consumer tastes. Online marketing also gives knowledge about the products that encourage consumers to make purchases. Online marketing, too, does not interfere with the working time because it can be done anytime and anywhere to the transaction, so that it can be said that online marketing is increasing desire of consumers to purchase products.

This study supports research Mujiyana, et al. (2013) that the advertising program variables and consumer confidence via e-mail can significantly affect purchasing decisions. Similarly, in line with Anita study (2011) that the online marketing significantly influence purchasing decisions and shows also that by using internet marketing program can increase sales volume.

2. Influence Buying Decision Against Price

Based on test results are summarized in the table above, indicates that the variable price does not significantly influence the purchasing decisions of fashion products. This means that the price factor does not become a benchmark for consumers to conduct transactions via the Internet to make a purchase decision. These results also indicate that the price is high or low price is not a major factor for consumers in deciding the purchase of the product. These findings contradict the statements Kotler and Armstrong (2001) that consumers use price as an indicator of quality, in addition to the information on pricing, the ability to buy and do a comparison of prices at online stores in offline stores.

Therefore, the price as an indicator of the quality of the product does not have a strong influence on consumer decisions in make purchases, although transactions easy, practical and ease in obtaining the product. This is due to the respondent or consumers in this study the majority of civil servants, students and the private sector do not consider the price factor in conducting online transactions. The results of this study contradict the Juhaeri study (2001) found that the price has a significant influence on product purchasing decisions, even research found that services have contributed most dominant consumer decision to purchase products.

3. Influence Buying Decision Against Service

Hacyl regression testing, showed that the variables of service does not significantly influence the purchasing decision of fashion products. This means that the service factor is not relied upon by consumers to conduct transactions via the Internet to decide on the purchase of a product. These results indicate that a good service is less good or service that is not an important factor for consumers to purchase fashion products. This means that more product variety, convenience in transaction and guarantee of the product does not affect consumers in making a purchase via the Internet.

These findings contradict the statements Kotler (1996) that the decision to purchase taken by the buyer is actually a collection of a number of decisions relating to practicality, according to taste, and easy transaction and ease in obtaining goods.

The results of this study contradict the revelation Rangkuti (2002) which states that basically services produced and consumed simultaneously, where the interaction between service providers and service recipients affect the outcome of the purchase decision. This finding is also contrary to the findings Juhaeri (2001) that the most dominant contribution to decision of consumer in the purchase of the product is service.

4. Influence Buying Decision Against Business Ethics

Hacyl regression testing, showed that the variables of business ethics not significantly influence the purchasing decisions of fashion products. This means that business ethics factor has not become a reference for consumers to transact business via the Internet. The results of this study contradict the statements Velasques (2005) that business ethics is a study devoted about moral right and wrong. Besides, it is also contrary to business ethics raised by Mahmoeidin (1996) relating to the economic, regulatory, legal, religious, cultural values and business ethics by each individual has not made basic by consumers in making transactions via the Internet to make a purchase decision a product.

The results of this study are also not in line proposed by Bertens (2000) that business ethics is the application of ethical principles are common to a particular region of human behavior, namely economic

activities, and business. Further said that the principles of ethics, does not stand alone but are listed in a systematic framework is called the theory.

V. Conclusions and Suggestions

A. knot

Based on the results of research and discussion that has been described previously, it can be concluded that:

1. Online marketing has a significant influence on consumer decisions in the purchase of fashion products.
2. Price did not have a significant effect on consumers in making purchasing decisions fashion products.
3. The service does not have a significant effect on consumers in making purchasing decisions fashion products.
4. Business ethics do not have a significant effect on consumers in making purchasing decisions fashion products.
5. Online marketing, price, service and business ethics simultaneously have a significant influence on purchasing decisions.

B. Suggestion

1. In running a business or a business, a business operators must have good morals and ethics in interaction. He should be able to do the competition free of any form of cheating and not just focus on profit alone by any means, but every action or actions should reflect the code of professional conduct that he cherished. Before starting his business entrepreneurs should be given special knowledge or training on the basics that must be followed as in the code of conduct into a fundamental point. Especially in this case the ethics of responsibility to the local community should be considered.
2. Expected to producers who market their products online should keep the quality of its products to ensure that consumers have been purchasing decisions for the right .mengingat consumers do not consider price, service and business ethics in the purchase transaction.
3. For future research is expected to review the business ethics as a determining factor for consumer purchase decisions considering business ethics is closely related to morality. Besides, it is expected to expand respondents from various circles of society and business research respondents considering this is more dominant private sector, students and civil servants.

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