

COMMUNICATION STRATEGY IN MARKETING 5.0 ON PURCHASE DECISION IN THE MARKETPLACE TOKOPEDIA

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Abstract: This research aims to find out the effect of communication and marketing 5.0 strategies on purchase decisions in the Tokopedia marketplace. This study uses quantitative research with a total of 88 respondents with predetermined criteria. Data analysis was performed using multiple linear regression analysis processed with SPSS. Based on the results of the research conducted, it shows that the communication strategy has no effect on purchase decisions and Marketing 5.0 has an influence on Purchase Decisions.

Keywords: Communication Strategy, Marketing 5.0, Purchase Decision, Marketplace.

INTRODUCTION

Rapid technological developments have an impact on ease of accessing the internet. In the social context, Indonesia is recorded as one of the largest numbers of internet users in

the world with amount 175.4 million user in the beginning year 2020. With the highest population user internet, opportunities to enter the world of trade are increasingly open. This convenience changes pattern consumption Public by fast that is impact on changes in people's lifestyles become more consumptive and dependent on convenience as well as shopping service effectiveness.

Marketing 1.0 to 3.0 was the era for traditional marketing. In the era marketing 1.0 para businessman only produce production goods as much. Then in the marketing 2.0 era, entrepreneurs began to pay attention customer or consumer, but still considers the consumer as an object just. Entering er 3.0, entrepreneurs have begun to pay attention to consumers and vision, mission, and values of marketing. Then the presence of the digital world changed this landscape and gave rise to a new era, namely marketing 4.0 where this era more emphasizes on the digital world (Digital Marketing).

E-Commerce is implementation from progress technology in promote product with easier and price affordable. E-commerce is a transaction buy and sell electronically through internet media without must face to face between seller and buyer. (Nurjannah et al al. 2019:155). E- commerce has become a way of life for people in recent years. Wrong One e-commerce business model that is widely used is C2C E-commerce or called Marketplace.

The difference between E- commerce and Marketplace is in E- commercethe goods sold on the website are only one seller, namely the website owner, he is not giving

opportunity to para seller other for sell product theyon the e-website commerce other than that there is no bargaining process because price which in offer is price fit. Example from e- commerce is Zalora.com and Berrybenka.com. while the marketplace is a place electronic marketing of products where sellers and buyers bring togetherfor each other transact (Brunn et al; 2002). Wrong one example marketplace most user interest internet is Tokopedia.co.id and Shopee.co.id

Tokopedia.com is the first online store in Indonesia, this website provides business opportunities and sell various types of products at affordable prices affordable compared shop on generally. Website this have machine search (search engine) that makes it easier for consumers to search for products, and feature directory used as shopping catalog.

For launch activity the marketing Tokopedia work same with banking institutions and other companies so that consumers can easily make a payment. In addition, Tokopedia also collaborates with agents' delivery big in Indonesia for make it easy inspection delivery goods.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Shopee	129,320,800	#1	#1	541,700	7,100,000	19,908,390	9,066
2 Tokopedia	114,655,600	#2	#4	710,400	2,400,000	6,372,160	4,521
3 Bukalapak	38,583,100	#7	#7	199,600	1,363,070	2,514,260	2,446
4 Lazada	36,260,600	#3	#3	411,400	2,600,000	30,461,740	4,500
5 Blibli	22,413,100	#6	#5	514,800	1,389,780	8,839,020	2,106

Source: <https://iprice.co.id/insight/mapofecommerce>

Picture 1.1 Visitors Monthly Marketplace

In the picture above in 2020, marketplace *Tokopedia* has visitors 114,655,600 visitors/month. The total monthly visitors make Tokopedia is at one level to 2 which have visitors the most in Indonesia after Shopee, Lots factor which influence where consumers shop at Tokopedia, to provide the best service to buyer, Tokopedia give convenience in use the application. The appearance and design of the website is made as attractive as possible. Buyer given convenience in election goods which will in buy with the availability of the item category menu and the price range of the goods to be purchased. The application is also equipped with features chat with seller. Prospective buyers can ask for more information complete via chat with the seller, this could add confidence buyer for To do decision purchase.

Draft main from Marketing 5.0 is how man look for technology which appropriate for help profession they, in Thing this that ismarketing. The move towards Marketing 5.0 itself is driven by five trends big. Starting from the large number of digital - savvy generations, adopting physical lifestyle, positive and negative impacts of digitalization, technological developments increasingly mature, to the symbiosis between humans and technology that does not inseparable. Marketing 5.0 is reviewed in depth in the book by the Founder and Chairman Markplus Inc., Hermawan Karta Jaya, Iwan Setiawan, and Philip Kotler entitled "MARKETING 5.0". Not only in the list of Business Books Best 2021, but this book also published with 15 languages only in time 8 month. Marketing 5.0 gave birth to several new

terms, including Next Tech and New CX (Customers Experiences). It means, on era this optimization business could achieved if company capable utilise technology for interest humanity (humanity). Next Tech The combination of the power of technology and Humans must go hand in hand. This is known as Next Tech or bionics. In draft this, technology which there is now try copy humans, how humans think, make decisions, and to do action in his life. Technology artificial intelligence (intelligence artificial) for example, which tries to imitate how the human brain works. Ability humans in communicating, which is often unstructured, has also replicated with technology Natural Language Processing (NLP). Then Human sensing capabilities have driven the presence of sensor technology, the ability to movement that gives birth to robotics , the ability to imagine that produces mixed reality , to the way humans connect that gives birth to forms Internet of Things (IoT) and Blockchain .

Philosophy draft marketing aim give satisfaction to the wants and needs of buyers/consumers. All activities within the company which adhere to draft marketing must directed for Fulfill destination the. By definitive could said that : Draft Marketing is a business philosophy which states that the satisfaction of consumer needs is condition economy and social for continuity life company (Stanton , 1978).

Element Important in Concept Marketing:

- Market oriented to desire Consumer
- Compilation activity marketing by integrated

- Achievement level satisfaction Consumer

Marketplace is a platform which has a duty as an intermediary Among seller and buyer for to do process transaction product by online. Marketplace or online market also provides various facilities such as: payment methods, delivery estimates, product selection by category, and feature other.

Marketplace is also divided into two parts according to its function. Following is explanation of the types.

1. Marketplace pure

Type which first is marketplace pure, where have role important as a facilitator between the seller and the buyer. Here, the seller is free to perform various product transactions, as well as manage payments, display information about products, and more. The online market only acts as an intermediary and sends products to customers buyer. So, the seller of goods can manage and manage various activities with more flexible in accordance with regulation from platform which apply. Buyers can also make a price offer process to product sellers by free and without binding rules of the platform. Seller also obliged for enclose information and data related products marketed in full and in detail. So that you can make it easy and convince buyers to buy the product. Item description too must be in accordance with the conditions and forms of goods, so that the credibility of the store or brand you stay awake well.

2. Marketplace consignment

Furthermore, there is a type of consignment marketplace which is a type of market online where seller only have access for leave product just a. The purchase decision is a stage of the decision process, namely when consumer truly buy something product.

Decision consumer in making a purchase on a product is a common action experienced by each individual consumer when making a purchase decision. According to Tjiptono (2011: 24) purchase decision is a process where consumers recognize the problem, seek information about the product or brand and evaluates how well each alternative performs at solve the problem, which then direct to decision purchase. In online shopping, the search for information is mostly done by using internet media. The information obtained is in the form of opinions from people who have experienced a direct impact in using the product or service available in online stores.

According to Buchari Alma (2011: 96) put forward that decision purchase is: "A decision that is influenced by the financial economy, technology, political, culture, product, price, location, promotion, physical, evidence, people, and progress, so as to form an attitude to consumers for process all information and take conclusion in the form of response which appear what product to buy."

According to Kotler and Keller (2016: 194) purchasing decisions are all experience in studying, selecting, using, and disposing of a product. However, not all consumer will always pass five stages the, a number of consumer

possible will skip or reverse.

RESEARCH METHODS

Population and Sample Study

Population study this is consumer user Tokopedia in Thing this is student Faculty economy and Business Indonesian Muslim University based on age and type sex as many as 88 people. Variables used _ is strategy communication in marketing 5.0 and decision purchase . With destination for knowing influence variable independent to variable dependent . Sample is part from amount and characteristics population (Sugiyono , 2015).

Data collection techniques

Method data collection in Thing this use method filled out questionnaire and used as means for collect data about influence strategy communication in marketing 5.0 against decision *e-commerce* purchases Tokopedia. Measurement scale carried out is scale Likert.

RESULTS AND DISCUSSION

Description of Respondent Data

Following this is statistical description of 88 respondents that describes about age and type gender.

Table 1
Characteristics of Respondents Based on Age

Age(years)	Frequency(person)	Percentage (%)
18-20	39	44%
20-23	49	56%
Total	88	100%

Source: processed author, 2022

Based on the table above, from 88 people who were made respondents in the study In this case, respondents with age 18-20 years are 39 people (44%), respondents with age 20-23 year amounted to 49 people (56%).

Table 2
Characteristics of Respondents by Gender

Type gender	Frequency (person)	Percentage (%)
Man – male	34	39%
Female	54	61%
Total	88	100%

Based on the table above , from 88 people who were used as respondents in this study, respondent which manifold sex man amount 34 person (39%) and which gender _ _ number of women 54 people (61%).

Description Response Respondent

Based on the data that has been obtained from the survey results through the distribution of questionnaires to all 88 respondents. That respondents' responses to statements regarding the variables of Communication Strategy, Marketing 5.0 and Purchase Decisions can be seen as following:

Response Respondent to Variable Strategy Communication

Table 3
Response Respondent to Variable Strategy

Variable		Informant respondent					Total
		SS	S	KS	TS	STS	
Communi cation Strategy	X _{1.1}	23	44	21	0	0	88
	X _{1.2}	17	56	15	0	0	88
	X _{1.3}	16	53	18	1	0	88

Source : processed by the author, 2022

by table on from 88 person respondent which give response regarding the Communication Strategy variable it can be seen that in the statement X_{1.1} which state Very Agree 23 person, which state Agree 44 person, which stated disagree

21 people who stated Disagree and Strongly Disagree no there is.

In the statement X 1.2 stating Strongly Agree 17 people, stating Agree 56 people, disagree 15 people, disagree and Strongly Disagree none. P there is a statement X 1.3 which states Strongly Agree 16 people, which states Agree 53 people, disagree 18 people, disagree 1 person and Very No Agree no.

Response Respondent Marketing Variables 5.0 (X₂)

Table 4

Response Respondent Variable Marketing 5.0

Variabel		Tanggapan Responden					Total
		SS	S	KS	TS	STS	
Marketing 5.0	X _{2.1}	14	53	18	1	2	88
	X _{2.2}	17	40	26	3	2	88
	X _{2.3}	36	40	6	5	1	88

Source: processed by the author, 2021

by table on from 88 person respondent which give response about variable Marketing could is known that on statement X_{2.1} which stated Strongly Agree 14 people, stated Agree 53 people, stated disagree 18 people, who stated Disagree 1 person and Strongly Disagree 2 person. In the statement X_{2.2} stating Strongly Agree 17 people, who stated Agree 40 people, disagree 26 people, disagree 3 person and

Very No Agreed 2 people. P there is a statement X 2.3 stating Strongly Agree 36 people, stating Agree 40 people, who stated disagree 6 people, who stated Disagree 5 person and Very No Agreed 1 person.

Response Respondent Variable Purchase Decision

Table 5

Response Respondent Variable Purchase Decision

variables		Response Respondent					Total
		SS	S	KS	TS	STS	
Purchase Decision (Y)	Y.1	22	44	22	0	0	88
	Y.2	22	42	18	5	1	88
	Y.3	21	46	18	2	1	88

Data source processed, 2021

by table on from 88 person respondent which give response regarding the Purchase variable Decision it can be seen that in the statement Y.1 that stated Strongly Agree 22 people, stated Agree 44 people, stated not enough agree 22 person , which state Not Agree and Very Not Agree no there is. In the statement Y.2 stating Strongly Agree 22 people, which stated Agree 42 people, disagree 18 people, disagree 5 person and Very No Agreed 1 person. On statement Y.3 stating Strongly Agree 21 people, stating Agree 46 people, disagree 18 people, disagree 2 person and Very No Agree 1 person.

Analysis Descriptive

Table 6
Results Analysis Descriptive
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
STRATEGI_COMMUNICATION_X1	88	9	15	12.00	1.53
MARKETING_5.0_X2	88	3	15	11.8	1.99
PURCHASE_DECISION_Y	88	7	15	11.8	1.86
Valid N (listwise)	88				

Source : processed Writer, 2022

Based on the table above, from 88 total data on the Strategy variable, Communication has a mean of 12.00, a standard deviation of 1.531, score a maximum of 15 and a minimum value of 9. The Marketing 5.0 variable has the mean is 11.82, the standard deviation is 1.1997, the maximum value is 15 and minimum value of 3. Variable Purchase Decision has a mean of 11.85, standard deviation of 1.860, score maximum of 15 dan minimum value as big as 7.

Test Instrument

Test Validity

Table 7 Results Test Validity

Variabel		r hitung	Keterangan
Strategi Communication (X ₁)	X _{1.1}	0,813	Valid
	X _{1.2}	0,780	Valid
	X _{1.3}	0,729	Valid
Marketing 5.0 (X ₂)	X _{2.1}	0,792	Valid
	X _{2.2}	0,815	Valid
	X _{2.3}	0,751	Valid
Purchase Decision (Y)	Y ₁	0,843	Valid
	Y ₂	0,745	Valid
	Y ₃	0,751	Valid

Source : SPSS output , 2022

Based on the table above, it can be seen that the statement items on the variable Strategy communication, Marketing 5.0 , and Purchase Decision each - each has a value of r arithmetic $>$ r table (0.2096) So it can be concluded that the data questionnaire which used in study already valid and capable disclose dataand researched variables by appropriate.

Analysis Regression multiple

Table 8

Results Analysis Regression multiple Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constan)	9.448	2.062		4.583	.000
	STRATEGI_COMMUNICATION_X1	-.095	.126	-.078	-.752	.454
	MARKETING_5.0_X2	.300	.096	.322	3.106	.003

a. Dependent Variables : PURCHASE_DECISION_Y

Source: SPSS outputs , 2022

by table above could arranged equality the regression as following :

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 9.448 + -0.095 + 0.300 + e$$

- a. Constant (\square) = 9.448 shows a constant value, if the value of the independent variable (Strategy Communication, and Marketing 5.0) = so Performance will increase by 9,448.
- b. Coefficient regression Variable Strategy Communication -0.095 take effect negativeto Purchase Decision. Thing this showing that Purchase Decision will

increase by -0.095 and if the Purchase. variable Decision increased by 1% then Performance will increase by 9.5% assuming the value of other variables permanent.

- c. Marking 5.0 variable regression coefficient of 0.300 has a positive effect on Purchase Decision. Thing this showing that Purchase Decision will increase t by 0.300 and if variable Marketing in raise as big as 1% so PurchaseDecision will increase by 30% with assumption variable value other remains.

Test Hypothesis

Table 9
t test results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constan)	9.448	2.062		4.583	.000
	STRATEGI_COMMUNICATION_X1	-.095	.126	-.078	-.752	.454
	MARKETING_5.0_X2	.300	.096	.322	3.106	.003

a. Dependent Variables : PURCHASE_DECISION_Y

Source : SPSS outputs , 2022

1) Test t Strategy Variables Communication

Variable Strategy Communication have score t-count(-0.752) < t- table (0.67729) and score sig . 0.454 > 0.05,

it means Strategy Communication no partially influential and not significant to Purchase Decision with thereby so Hypothesis 1 rejected.

2) Test t Marketing Variables 5.0 (X_2)

Variable Stress have score t-count (3,106) > t-table (0.67729) and score sig.0.003 < 0.05, it means variable Marketing 5.0 influence by Partial and significant to Purchase Decision therefore so Hypothesis 2 is accepted.

Table 12 Test Result F

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	35.770	2	17.885	5.730	.005 ^b
	Residual	265.310	85	3.121		
	Total	301.080	87			

a. Dependent Variable: PURCHASE_DECISION_Y

b. Predictors: (Constant), MARKETING_5.0_X2, STRATEGI_COMMUNICATION_X1

Sumber: output SPSS, 2022

Based on the table above, it can be seen that the calculated f value (5,730) > f table (3,10) and the value of sig. (0.005) < 0.05 so it can be concluded that the Communication Strategy, Marketing 5.0 simultaneously affect Purchase Decision.

Coefficient Determination (R²)

Test Coefficient Determinant in do for see big influence Motivation Work and Compensation to Performance Employee , As for determinant which obtained is as following :

Table 13

Results Test Coefficient Determinant (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.098	1.767

a. Predictors: (Constant), MARKETING_5.0_X2, STRATEGI_COMMUNICATION_X1

Sumber : output SPSS, 2022

Based on the table above, the coefficient of determination (R²) is 0.345 or 34.5%. The size coefficient determination the showing that variable independent which consist from Strategy communication, Marketing 5.0 capable explain the dependent variable is Purchase Decision by 34.5% while the remaining 65.5% in tell By another variable that not included in this research model.

Discussion

1. Influence Strategy Communication to Purchase Decision

Based on output SPSS, results study show that

variable Communication strategy has no effect on Purchase Decision, hal this could is known because results test t show that variable Strategy Communication has a value of t arithmetic $(-0.752) < t$ table (0.67729) and the value of sig. $(0.454) > 0.05$. So, based on the results of the SPSS output, it can be concluded that the Communication Strategy variable partially has no positive effect and not significant to Purchase Decision On test validity all statement questionnaire on variable Strategy Communication have score r count $> r$ table (0.2096) So that could concluded that the questionnaire data used in the study was valid and able to reveal the data and variables studied appropriately. While on Cronbach's. value reliability test $\alpha > 0.60$ so it can be concluded that the data The questionnaire used in the study was reliable and reliable and permanent consistent if repeated measurements.

Based on explanation on could concluded that variable Strategy Decision partially has no positive and insignificant effect on Purchase Decision and all instrument study which used in study valid and reliable.

2. Influence Marketing 5.0 to Purchase Decision

Based on output SPSS, results study show that variable Marketing 5.0 take effect to Purchase decisions, Thing this could know because the results of the t test show that the Marketing 5.0 variable has the value of t arithmetic $(3.106) > t$ table (0.67729) and the value of sig. $(0.003) < 0.05$. so that based on results output SPSS the could concluded that variable Marketing 5.0 by Partial take effect positive and

significant to Purchase

Decision.

In testing the validity of all statements questionnaire on variable Marketing 5.0 has a value of r arithmetic $>$ r table (0.2096) So it can be concluded that the data The questionnaire used in the study was valid and able to reveal the data and variables studied appropriately. While in the reliability test the value of Cronbach's alpha $>$ 0.60 so it can be concluded that the questionnaire data used in study already reliable as well as could reliable and permanent consistent if conducted measurement repeat. Based on explanation on could concluded that variable Marketing 5.0 in Partial take effect positive and significant n to Purchase Decision and all instrument study which used in study valid and reliable.

CONCLUSION

Studies this aim for analyses influence from strategy communication and marketing 5.0 on purchase decisions on Tokopedia e-commerce users . View from formula problem posed _ by researcher , then analyses data as well as the discussion already explained , then could draw conclusion that the communication strategy variable is not have influence and marketing 5.0 has influence positive to the purchase decision on Tokopedia e-commerce users .

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