

Enhancing Online Marketing Strategy with Digital Advertising

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Abstract— The rise of the Internet has changed the way business is done, especially in retail stores, with the proliferation of business models that use e-commerce to process transactions. The purpose of this study is to investigate best practices for implementing online advertising to motivate consumers to make purchases. Furthermore, this study adopted descriptive research method with validation. The sample size was 96 customers and the subjects of this study are users in Raipur city. The results show that the use of online advertising has a direct impact on customers' willingness to purchase through the , website. The rapid development of information technology has influenced the community to support business activities, large and small, and to make them widely recognized worldwide. The most obvious impact is the increased awareness as well as the potential for increased sales and profits. Digital marketing is one of the most influential marketing mediums. Using Digital Marketing this case is especially social networks in each electronic trade. Particularly at the time, applications for increased sales. Therefore, the globalization of social networks has affected sales quickly compare with older sales methods. Digital Marketing it is considered the best media and it can effectively and dramatically increase sales.

Keywords: Marketing Strategy Digital Advertising Innovation or Creativity.

I. INTRODUCTION

The spread of the Internet has changed business practices, especially in retail. In the industry, the business model used to provide services digitally is known as E.

According to a survey by PPRO 2018, online trade in Indonesia grew 78% annually in 2018, followed by Mexico 59%, the Philippines 51%, Colombia 45% and the United Arab Emirates (UAE) 33% in 2018. In 2018, Indonesia's online commerce volume grew nine-fold, reaching Rp 1.85 trillion, compared to just Rp 200 trillion in 2015[2]. According to business trends in 2019, the three most popular e-commerce categories in Indonesia are B2B (Business to Business), B2C (Business to Consumer) and C2C (Consumer to Consumer)[3]. Six well-known online markets Indonesia currently controls the state of e-commerce and online markets: Blibli, JD. ID, , (B2C) and Bukalapak, Shopee and Tokopedia (C2C) [4]. Everyone has advantages Compared to others, according to consumer trust in many different fields [5]. Guaranteed usable products, quality service, and system efficiency [6]. This It is becoming increasingly difficult to distinguish between B2C e-commerce and C2C e-commerce categories. The time when official stores entered the C2C market [7]. Excellence in customer service delivery can be maximized through service quality Demonstrated by Elogistics ,, which uniquely offers on-demand services.

Same-day shipping, various payment options including cash on delivery are available.

(Daily Social, 2019) With the advancement of e-commerce companies, changes have come

The basis for growth [8] With the use of smartphones to make online shopping and sales more convenient, Indonesia's online trading market is comparable to the number of people with credit cards, bank accounts, and internet users[9]. Indonesians are increasingly using shopping apps (Daily Social, Daily Social, 2019)[10]. He spends a lot of money on advertising and promotion to attract customers. Advertising spending market results

The announced amount by December 16, 2018 amounted to Rp 4.97 trillion (Pertiwi, 2018) [11]. The television advertising market has increased following public spending Trends during offline sub-paids and television perception as effective Wednesday. With the habit of consumption, which is relatively high, to reach the lower environment Class (Daily Social, 2019) throughout Southeast Asia [12]. , managed everything online Market platforms in terms of traffic in 2018 and held 25% of the market share in electronic commerce, Behind is a store, Tokopedia and a Bukalapak. By the end of 2018, in Indonesia , and Tokopedia are the two most popular marketplace applications[13]. In 2018 (Fenarose) With 58.2 million monthly visitors, , is only in fourth place in the Indonesian market by the end of 2018[[14]]. Two local shopping apps, Tokopedia (168 million monthly users) and Bukalapak, occupy the top two spots (116 million monthly users) [15]. Shopee is in third place with 67.6 million monthly visitors [16]. 2019 (iprice insight). This study aims to explore how consumers can realize their shopping interests through "Implementation of advertising in the online environment [17]." The research sample was online shoppers from the , website [18].

II. LITERATURE REVIEW

I. ONLINE MARKETING

Activities related to sales, advertising, promotion and pricing are included in marketing [19]. Any business that promotes a product or service using online media or The "www" network is considered to be involved in Internet marketing, often called e-marketing... Website marketing is the process of marketing your business online using the Internet and other media[21]. Online marketing offers many opportunities to achieve this. A growing business that requires continued strategic development in the future. Kotler and Armstrong (2011) define Internet marketing as an effort to promote products and services online and build relationships with customers. This can be rephrased as an effort to promote products and services online and build relationships with customers. Kotler and Armstrong (2011) define Internet marketing as an effort to promote products and services online and build relationships with customers.[22] This can be forwarded as an initiative in the market Creating products, services and online consumption relationships. Large public networks (Internet) including networks connecting computer networks around the world They act as important information storage for each other Kotler and Armstrong (2011) [23]. Electronic commerce, sometimes called online marketing, This word is used to describe the sale of products and services via the Internet [24].

Two main types of items purchased on the Internet are clothing and computers. Security is one of the reasons why people prefer cash on delivery (COD) and wire transfer payments through ATMs.[25] Organizations can use a self-service method when doing online marketing.[26] this The problem shows that the company can serve customers without using HR, Can be scaled with telephone infrastructure and services [27]. According to Kotler & Armstrong (2011), companies have two perspectives. Join Internet Marketing: Click on Brick Company to show your business

Whether business uses both traditional (offline) and digital (internet-) methods [28]. These are businesses that solely do transactions online. A brick and mortar business are one that only exists in the actual world outside of that. General Internet marketing activities that cover or focus on topics that are related to product production, development of marketing language or copywriting, customer acquisition or sourcing. Activities in the field of website design (website design), banner advertising, promotion of the business through search engines (search engines), electronic mail (e-mail), electronic mail advertising, affiliate marketing (affiliate marketing), interactive advertising (interactive advertising) and others are generally included in this Internet marketing.

II. ONLINE ADVERTISING

Advertising is an information medium created to attract The public is unique and the public is I am happy to be certain that desire will act in the way of desire. Advertising is the way The communication used to inform and persuade the audience to make a purchase choice In this example, potential consumers (Haider and Shakib, 2017) regarding good or service. Advertising is a kind of presentation and illiterate promotion.

Ideas, products or services. According to Cauline and Keller (2016), advertising covers all non -personal presentations and the promotion of concepts, products or Services with fees for fees. SHIP (2003) also emphasized that advertising as a method of conviction is not directly on the basis of information about the advantages of the product, but rather prepared in a method that encourages a person to participate in activities or make a purchase, radiating joyful, Changing conscious experience. Television, radio, newspapers and magazines for a long time He dominated the advertising environment. However, in modern times, there are online advertisements.

He took the lead with advertising efforts and efforts (Kotler and Armstrong, 2010). According to Aksa & Kartini'S (2015) surveys show that internet ads are usually found on websites Developed by a company targeting its activities. Promotion, then the online advertisements that show up as long as internet users have a notion of them. This is connected to how the adverts appear and are designed, which can create a positive impression of internet advertising. However, the positioning of online advertising in terms of layout merits consideration because it irritates internet users. Then, according to Wei, Jerome, and Shan (2010), 'the internet is a network of internationally connected computers that provides businesses with pricey and practical instruments for advertising and consumer communication. The term "Internet Advertising" applies to this. The Internet is essential Marketing components. Many business websites are handled by marketing Department. The Internet has a profound effect on how businesses interact Customers create relationships with them.

III. CONSUMER BUYING INTEREST

The intention to purchase is the desire to purchase goods or services. Then there is hope for some profit. Someone interested in something There is a desire or power to engage in a series of activities to approach or obtain item. The interest is linked to something personal and linked to attitudes. A type of Consumer behavior is the desire or interest in buying a good or service. Potential Consumers, also known as consumers who have not yet purchased, but can probably Do this in the future where potential buyers are a form of consumption of interest in creation purchase. According to Cauline and Keller (2016). Behavior in which consumers have decisive reasons for choosing, using and consuming or even The product offered is suspended. Then Shiffman and Kanuk (2010) showed that The percentage of the consumer's purchase can be characterized as satisfaction of a

pronounced thing payment or sacrifice. However, Kotler, Bowen and Mekens (2014) indicate that The number of factors, including the following, constitutes the interest of customers. that's right:

A. The degree of negative traits that others attribute to their replacements The consumer's desire to like and follow others determines how it determines Other people's attitudes reduce their preference for this alternative.

B. Unexpreded circumstances can affect how consumers feel purchases in the future. This is based on how confident the consumers are in their ability to solve, or Not to buy a product. Consumers can make five sub-purchase decisions:

To meet your purchase intent: brand decision, supplier resolution, quantity Decisions, deadlines, and payment method solutions. Furthermore, according to Schiffman and Kanuk (2004:25), client interests Buying can be caused by external stimuli, understanding of your needs. Product recognition and alternative evaluation. Social and cultural variables; Well, marketing efforts create this external effect. Marketing combinations Follow your marketing efforts. Kotler and Keller declare the following (2016), Advertising, sales promotion, events and experiences, community relations and advertising, Direct marketing, interactive marketing, mouth marketing and personal sale are The eight different types of marketing communication mixture. Seock and Bailey (2007) claim that A strong brand image is necessary to prick customers to make purchases. According to Cauline and Keller (2016), four factors influence purchasing behavior.

Subculture and social classes), social roles, family, and reference groups are also status), Individuals (age and life cycle stages, employment and financial status, personality and self Concepts, ways of life and values), (motivation, perception, training, emotions, memory)

Psychological [29]. According to Ferdinand (2006), consumer purchase behavior may be Quantitatively from the perspective of interest purchases: A good buying trend for transaction interest or someone. Interest The tendency to encourage things to links or others. Demonstration Someone's preference is the main product or priority interest. If something is happening If possible, the product can update this preference. Regarding research interests Shows the behavior of people who are constantly looking for information about their interests and I'm looking for more data to support the benefits of the product.

IV. METHOD

Cross-sectional study design is being used in this investigation. Data for this study were gathered in 2023. Research technique sampling (sample) Purposive sampling was used, using Bandung , users as the population [30]. The sample for this study consisted of internet users who were at least 18 years old. 96 consumers were chosen as a sample in this study, which employed a large number of samples. Regression and analysis of correlation are used to determine the link between this variable and other factors.

This study used an approach to research. Such a growing online purchase The appointment in Raipur Chhattisgarh online purchases have become more popular. Due to the current achievements of trade E (Maala et al, 2018). Consequently, thanks to the Internet Advertising, anyone can learn more about us and the products we sell execution. Advertising campaigns cannot be separated from the purpose of supporting products ~Successful marketing to increase sales and revenue. Advertising has an impact about the profits consumers buy. Otherwise, the company will find it difficult to attract. New customers. Therefore, it is assumed that the use of advertising on the Internet may affect it customer interest in purchasing.

The following research model can be created based on the previous explanation linking online advertising and customer interests to online buyers:

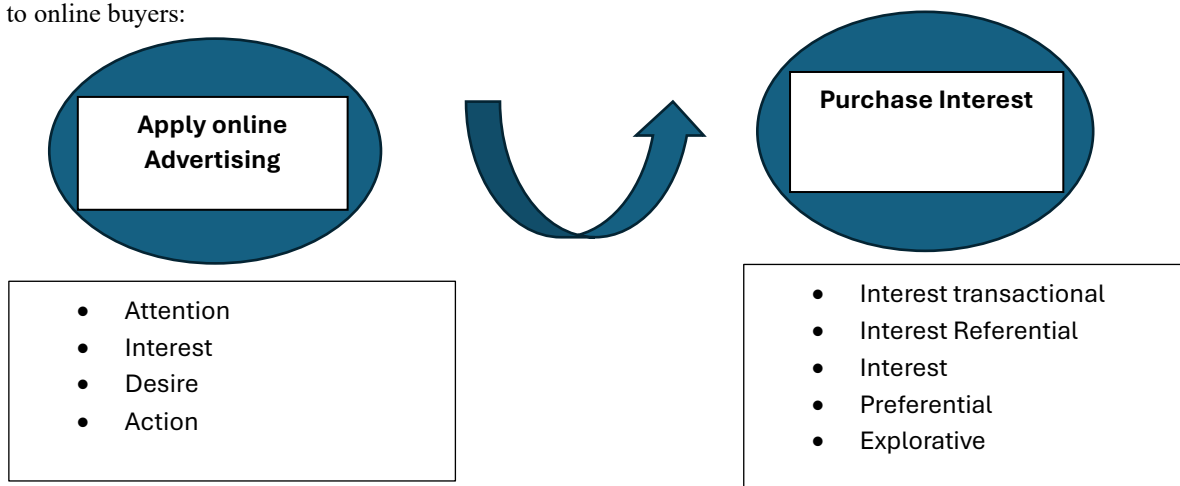


Fig. 1 Research Model

III. RESULTS AND DISCUSSION

After learning about the variables studied by , customers in the city of Bandung from the results of the descriptive analysis that was done, a verification analysis was then conducted on the data that had been obtained with the goal of learning how much of a significant impact the use of advertising and service delivery in raising interest in purchases on the online marketplace ., Statistical testing was conducted using SPSS (Statistical Product and Service Solution) version 23 to determine the extent to which the implementation of advertising and service delivery increased purchase interest on online marketplace in the city of Raipur. However, the data must first be transformed before being handled with SPSS. Using the use of the MSI software, interval data utilizing the Successive Method Interval (MSI) (stat97.xla). The results of a regression analysis using SPSS (Statistical Product and Service Solution) version 23 data processing assistance yielded the value of the independent variable regression coefficient on the dependent variable. This regression study seeks to quantify the extent to which the application variable advertisement (X) has an impact on the buying interest variable (Y). The following are the outcomes of the data processing that was done:

Table 1. Regression Coefficient According to the above table, the beta value of the online ad implementation variable (X) is 0.539, and the beta value of the regression coefficient of the variable the application of advertising (X1) to interest variables buy (Y) is 0.539, as shown in the following illustration:

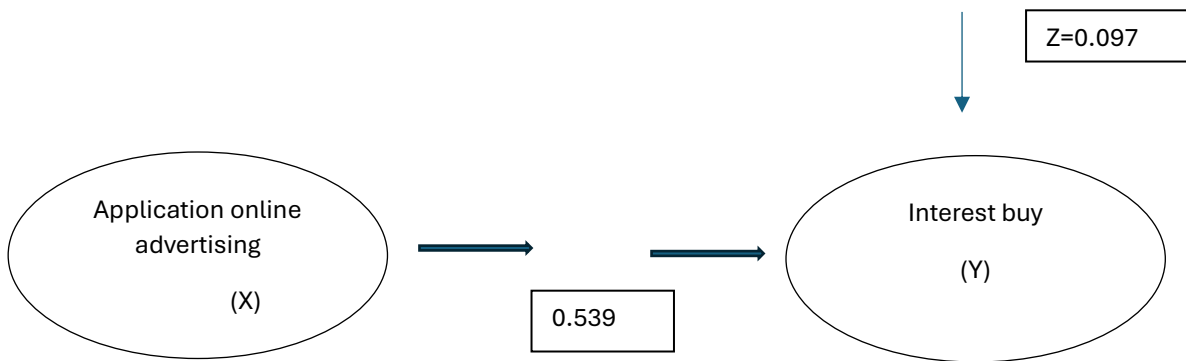


Figure 2. Independent Variable Regression Coefficient to the Dependent Variable

Based on the aforementioned image, it is known that the application of advertising (X1) to interest variables buy (Y) has a value multiple linear regression coefficient of 0.539, and that the value regression from other variables outside the model (error) is 0.097. The analysis's findings imply that variable advertising implementation With a coefficient value of 0.539, there is a beneficial impact on purchasing interest. It indicates that buying interest will likewise grow by 0.539 if effective advertising is used and all other independent factors are held constant. The findings of a verification investigation about the impact of ad deployment on purchasing interest on the online marketplace will next be reviewed. Ad Adoption Effects Against Buying Interests on in City's Online Marketplace. The purchase interest is positively and significantly impacted by application advertising by 0.539. Consequently, purchase intent may be influenced by an application.

Table 1. Dependent Variable: Purchase Intention

Coefficients					
		Unstandardized Coefficients	Standardized Coefficients		
Model	B	Std. error	Beta	T	Sign
(Constant)	2.860	026		110.305	00.0
Penerwhat Advertisement Online	539	097	632	5.572	00.0

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The findings of this study demonstrate the direct impact of advertising on purchase intention. Research by Gunawan & Dharmayanti (2014) and Herdaningtyas & Iriani supports these findings (2017). This study also revealed a result that the use of online advertising via the internet can have an impact without the use of mediating factors by stating that his research requires a deep attitude component generating interest in online purchasing among customers, Aqsa & Kartini's (2015) research is refuted. However, this study disproves prior research by Yuniyanto & Siren (2018) that claimed brand familiarity served as a moderating factor in the relationship between online advertising and purchase interest.

IV. CONCLUSION

It can be inferred from research on the use of advertising in fulfilling customers' purchase intentions in the city of Raipur that the use of advertising online has a favorable impact on purchasing interest in the sense that online advertising efforts are more effective the more clients are interested in purchasing from them. This study also shown that advertising implementation can affect consumers' propensity to buy without the need of a mediating factor or moderating, so to speak, if internet advertising is implemented as effectively as feasible, customer buying interest may be generated. It can be concluded from research on the use of advertising in fulfilling customer purchase intentions in the city that the use of online advertising has a beneficial impact on purchase intention. Clients are interested in buying from them. This study also shows that the implementation of advertising can affect the consumer's tendency to buy without the need for mediating or moderating factors. So, to say, if internet advertising is implemented as effectively as possible, customer buying interest can be generated. There are many benefits to using online advertising methods especially in this fast paced digital era in reaching information to everyone Targeting gives you the ability to display ads to reach people with special interests — that is, those who are interested in your products and services — and show them relevant ads. we can also easily determine the target market the most advantageous benefit of online advertising, is that it can be placed wherever your target market spends its time online. For example, you sell baby equipment and advertise on the Google search engine. Advertising on social media is also in principle the same. You can arrange for your ads to appear according to the preferences of these social media users.

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