

The Influence of Search Engine Optimization, Social Media, And Internet-Based Advertising Against Online Purchase Decision In Students of Faculty of Economics of Samudra University

Ziaul Maula

*Economic Faculty of Samudra University
Langsa, Aceh, Indonesia
e-mail: zmaula@unsam.ac.id*

Endang Sulistya Rini

*Department of Management, University of Sumatera Utara
Medan, Indonesia
e-mail: endangsulistyarini@yahoo.co.id*

Beby Karina Fauzeea Sembiring

*Department of Management, University of Sumatera Utara
Medan, Indonesia
e-mail: biring.beby@gmail.com*

Abstract- The new media changed the style of marketing and communication, but also affect the characteristics of consumers themselves. In addition, the internet not only offers consumers a more efficient way to shop amid the busyness, consumers are able to easily see a product and service, to compare, and also help create better relationships between sellers and buyers. The purposes of this research are to know and analyze partially Search engine optimization, social media, and internet-based advertisement in influencing an online purchase decision. This article also analyzes simultaneously search engine optimization, social media, and internet-based advertisement in Influence online purchase decisions. This article is descriptive quantitative explanatory research with a population in this study is a student of the Faculty of Economics, University of Samudra. The sampling technique used is accidental sampling. Methods of data collection were conducted by interviews, questionnaires, and documentation studies. Data analysis method is done by multiple linear analysis methods. The results showed that 1) search engine optimization, social media, and internet-based advertising partially have a positive and significant Influence on online purchase decisions. 2) Search engine optimization, social media, and internet-based ads simultaneously have a positive and significant online purchase decision.

Keyword: *Search Engine Optimization; Social Media; Internet-Based Advertising; Online Purchase Decision.*

Preface

The advent of the Internet is changing business operations and structure of the industry trade, the

Internet today is the motor of economic growth with the potential for a very broad affordability. The new digital environment has created a dynamic and complex market with a level of uncertainty and competition is high, a new strategy is needed in order to win the competition in the digital era. According to statistical data from the Indonesian Internet Service Provider Association (APJII) 2016, Internet users in Indonesia is estimated to reach 132.7 million or 51.8%. The high use of the Internet in Indonesia led to a new trend in how to shop for online shopping, which allows consumers to directly purchase goods or services from sellers via the Internet using a web browser or a particular application.

The Internet is assisted by consumers in finding information and making purchase decisions, Kotler (2009) explains some things that influence purchase decisions including promotional products on product quality. Yannopoulos (2011) states that the use of the internet is an important tool for marketing success, influence consumer purchase decisions, and can produce a competitive advantage for the company. According to Kabani (2012), the main canal in internet marketing is Search Engine Optimization (SEO), social media, Internet-based advertising, email, website content, and marketing of mobile devices.

Search Engine Optimization (SEO), social media, and internet-based advertising have the greatest impact in influencing internet users to purchase activities. In the Year 2012, there are studies that show increased use of search engines by internet users reached 91% (Purcell & Benner, 2012). find a website by searching for certain keywords. If the website is on the first page and gets the highest ranking in search results in search engines it will increase the website visit rate.

According to Kaplan and Haenlein (2010), social media is a web-based technology to rapidly disseminate knowledge and information to Internet users in large numbers. Examples of social media that develop today are Twitter, Facebook, Instagram, Youtube, and others .. Social media is a very important media campaign and potential to be a reference before making a purchase either from other user recommendations or the results of corporate interactions and potential customers.

This form of internet marketing internet-based advertising placement also has great potential to gain consumers and increase the potential reach of the product to the consumer. Banner ads are designed in such a way as to resemble a printed banner form, but with the addition of interactivity elements, for example, such as the opportunity for consumers to click with the cursor which will then direct them to the company's website and others that can improve the competitiveness of the product. The addition of banner ads on a website is an important decision because there are a number of costs and benefits should be considered.



Figure 1. Indonesia Internet User Penetration (Survey APJII, 2016)

Entrepreneurs should be able to mix and measurable marketing strategies for the segment congruent young people especially students who have the reach of the Internet, particularly in the use of marketing channels such as search engines, social media, and Internet-based advertising. Currently, the student is the most internet users, this is because students have a range of internet and supporting technology. The influence of the three channels of marketing above for the students still not much studied, whereas this has potential. Especially for the students such as the Economics Faculty of the University of Samudra who is not from big cities like

Jakarta, Bandung, Surabaya, or Medan, the influence is different.

Economics Faculty of Samudra University in Langsa City has of 1,803 students. Since Samudra University officially became a state university in 2013, Economics Faculty of the Samudra University has a multi-ethnic students and who are not from Aceh only. The process of acculturation has more or less changed the lifestyle trends of students included in the use of the internet. Samudra University was being intensively transformed to become e-Campus by maximizing the use of technology as a supporter of teaching and learning process. Whereas in an era where technology is growing rapidly today internet-based marketing is very big potential as medium boost sales both offline and online. Either through SEO, Social media as well as Internet-based advertising. This condition is what makes researchers interested to examine the extent to which the influence of social media, Internet-based advertising, and Search Engine Optimization of online purchase decisions on the students of the Faculty of Economics, Samudra University.

Theoretical basis

The main channels in Internet marketing are Search Engine Optimization (SEO), social media, internet advertising, email, website content, and mobile device marketing (Kabani, 2012). The Search Engine Optimization (SEO), social media, and internet advertising give the greatest impact in influencing internet users to do purchase activities (Kabani, 2012).

Search Engine Optimization or SEO is a combination of strategies and techniques to get high ranking on the placement on the results page of a search that will increase the number of visitors to the website (Parikh & Deshmukh, 2013). This technique manipulates the content and technicality of a site to attract more incoming links from other sites resulting in an increase in rankings (Shih, Chen & Chen, 2013). The increasing number of visits as a result of the use of SEO also has an impact on the increase in business activity of the website.

Social media is content that contains information, created by people who use publishing technology, is very accessible and is meant to facilitate communication, influence, and interaction with others and with the general public (Thoyibie, 2010). Today, marketing practices through social media are beginning to evolve and are used as a marketing tool for promoting the brand and brand of

a company (Thoyibie, 2010). Social media can also be a means to obtain information and reference for consumers about products that interested.

Internet advertising can be interpreted as a form of advertising by using internet media. The Internet is something fundamental to marketing (Sarwono et.al, 2007). Many company websites are dealt with by the marketing directorate. The Internet exerts a radical influence on how companies communicate with their customers and build relationships with them. Internet advertising can be found on popular web pages such as news portals and social media (Sarwono et.al, 2007).

According to Hasan (2009) purchase decision is a stage of the process where consumers make purchases, so the purchase decision is part of consumer behavior when deciding to buy. Consumer behavior is a complex psychological response, arising in the form of individualized behavioral actions that are directly involved in the business of obtaining and using the product, and determining the decision-making process in purchase the product, including in repurchase.

Research Methodology

This study was conducted to test the hypothesis by using research methods that have been designed in accordance with the variables to be studied in order to obtain accurate results. The type of this research is descriptive quantitative with an explanatory descriptive approach where the research explain the position of the variables studied and the influence of one variable with another variable. This is in accordance with the phenomenon that occurs in the object of research on the Influence of Search Engine Optimization, Social Media, and Internet Advertising Against Online Purchase Decision.

The population in this study is all Faculty of Economics students who ever shop online. The sampling technique used was purposive sampling with certain considerations and criteria which the criteria are students who never shop online which resulted in a sample of 98 students. Data processing was performed with SPSS analytical model that will be used in this research is Multiple Linear Regression Analysis (Sugiyono, 2008):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

Which:

Y = Online Purchase Descisions

a = Constants

b_1 = Coefisient of Variable X_1 .

b_2 = Coefisient of Variable X_2

b_3 = Coefisient of Variable X_3

X_1 = Search engine optimization

X_2 = Social Media

X_3 = Internet-Based Advertising

ε = Term of Error

Research Results

The results of multiple regression analysis of SEO variables, social media, and internet advertising on purchase decisions can be seen in Table 1

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.102	3.586		1.144	.255
SEO	.149	.063	.227	2.362	.020
MEDSOS	.151	.071	.204	2.126	.036
IKLAN	.163	.069	.225	2.354	.021

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Table 1. Result of Multiple Linear Regression Test (processed data, 2017)

Based on the above table can be seen the equation of multiple linear regression analysis in this study are:

$$Y = 4,102 + 0,149X_1 + 0,151X_2 + 0,163X_3 + e$$

Based on the equation it can be shown that the regression coefficient of all the independent variables shows a positive value. This means that all independent variables have a direct/positive relationship to the dependent variable.

The simultaneous influence of SEO variables, social media, internet advertising and confidence in online purchase decisions on multiple linear regression analysis can be seen in Table 2:

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.426	3	5.475	5.431	.002 ^b
	Residual	94.768	94	1.008		
	Total	111.194	97			

a. Dependent Variable: Y

b. Predictors: (Constant), X_1 , X_2 , X_3

Table 2. Result of Simultaneous F Test (processed data, 2017)

Table 2 shows that the value Fhitung 5.431 with a significant level of alpha smaller 0.02 0.05 (5%). Fhitung generated amounted to 5.431 greater than Ftable is 2.70. Thus simultaneously SEO, social media, internet advertising and trust positive and

significant impact on purchase decisions online at Samudra University Faculty of Economics students Langsa.

Furthermore, to determine the influence of the independent variable on the dependent variable is to use coefficient determination R follows in Table 3:

Model Summary ^a				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.659	.583	205,13185

a. Predictors: (Constant), IKLAN, MEDSOS, SEO

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Table 3. Result of R Determination Coefficient (processed data, 2017)

Based on Table 3 shows that the adjusted R Square obtained amounted to 0.583 or 58.3%, which demonstrates the ability of variables SEO, social media, internet advertising and trust in explaining the variation or Influences that occur in the online purchase decisions while the remaining 51.7% influenced by other variables not included in this study.

The t-test is used to determine and find the influence of the independent variables (SEO, social media, internet advertising, trust) individually influence the dependent variable (decisions online purchases). T_{Table} in this study was 1.66 (with a look t table at a significance level of 0.05). With a significance level of 0.05. Hypothesis testing is done by comparing the value t count with t-table.

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	4.102	3.586		1.144
	SEO	.149	.063	.227	2.362
	MEDSOS	.151	.071	.204	2.126
	IKLAN	.163	.069	.225	2.354

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Table 4. Partial T-Test Results (processed data, 2017)

1. Based on Table 4:18 can be explained as follows;
2. T_{count} > t_{table} of SEO ie 2.362 > 1.66 and significant value for SEO at 0,020 < alpha of 0.05, so the variable SEO positive and significant impact on purchase decisions online.
3. T_{count} < t_{table} of social media variables namely 2.126 > 1.66 and significant value for social

media at 0,036 < alpha of 0.05, so the social media variables significantly influence online purchase decisions.

4. Value t > t_{table} of variables, namely internet advertising 2.354 > 1.66 and significant value for the variable of 0,021 internet advertising > alpha of 0.05 so that internet advertising variable positive and significant impact on purchase decisions online.

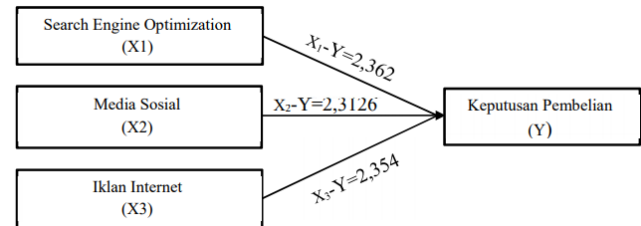


Chart 1. Multiple Linear Regression Diagram

Explanation

The result of multiple regression analysis in this study has shown the influence of the variable SEO, social media, internet advertising and confidence in online purchase decisions. The test results showed that the variables of simultaneous hypothesis SEO, social media, and internet advertising have a positive and significant impact on purchase decisions online at the Faculty of Economics University of the Samudra. This means that together variable SEO, social media, internet advertising, and beliefs determine purchase decisions online. Online purchase decisions happen if the variable SEO, social media, and internet advertising jointly determine purchase decisions online.

The Influence of Search Engine Optimization (SEO) Against Online Purchase Decision

The study found that SEO has a positive and significant Influence on online purchase decisions. Thus it can be concluded that with the utilization of SEO with the maximum then the customer will feel facilitated in making purchases online and able to increase sales. Search Engine Optimization is an attempt to boost the rankings of search engine results to be a priority for the click by search engine users.

SEO can be utilized to the maximum ability to improve online purchase decisions on students of the Faculty of Economics, University of the Samudra. According to Parikh & Deshmukh (2013), search engine optimization can increase the rank on

the placement on the results page of a search engine that will increase the number of visitors to the website. If this technique is used on an e-commerce site will bring a lot of potential buyers (potential buyers) who are ready to do the conversion.

According to Wu, et al., (2005) SEO has an important role in providing space to target consumers find them in cyberspace. Students as active users of the Internet greatly helped by the presence in the search engines are looking for any information, especially in the search for information about the products they are looking for. They take advantage of the highest rank in the search engine to determine which sites would be the purpose of their purchase. They believe, the information on the highest ranking in search results on the search engines is more credible. SEO has been exploited by many of Indonesia's great e-commerce, but not for local online entrepreneurs, especially in Langsa. Many of them just rely on social media to do promotions. Still, a few who have a website, whereas if the potential of the search engine is able to be optimized is not impossible that catapulted the number of online purchases.

The Influence of Social Media Against Online Purchase Decision

The study found that social media variables have a positive and significant Influence on online purchase decisions. One of the tools in marketing that can be utilized by a company is through promotion strategy through social media.

According to Thoyibie (2010), the practice of marketing through social media began to grow and used as a marketing tool to promote a company's brand products. Promotion strategy through social media is a gathering place for people who want to share information and places to make new friends and interact with other friends online. Social media is very popular among the students of the Faculty of Economics, Samudra University, for the social media has become one of their social needs. Visible all respondents have social media accounts with Instagram become the most accessed social media where the frequency number as much as 95 times with percentage level 35.98%. Then followed by LINE 69 times with percentage 26.14%, Facebook 41 times with percentage 15.53%, Path 38 times with percentage 14.39%, and last Twitter 21 times with percentage of 7.95% (research data, 2017).

In addition to socializing, social media is also a medium for shopping online. Social media can be

a means of discussion, information exchange, and mutual recommendation about the products they find interesting. The students admitted to each other recommend certain products by sharing their posting, website address, or image through social media to their friends. In addition, they can also tag (tagging) their friends on online social media store uploads that they find interesting.

Online store based social media marketing media mostly very popular with students, according to them transact via social media more freely inquire directly with the seller. Social media to be a means of promotion is very Influence for the sellers but can interact directly with buyers more quickly, the seller can take advantage of paid promotions available on social media through an endorsement to the social media buzzer as the artists and selebgram so as to increase brand awareness of products sold.

The use of promotional strategies through social media is appropriate and Influence can improve the image of a company in the eyes of consumers. The power of promotional strategies through a company's social media is built on the excitement, hobbies, lifestyle, loyalty, and curiosity of the consumers themselves. These things affect consumer purchase decisions.

So if consumers already understand very well about the products that he thinks interesting, then the customer will immediately notify the friends or the people around him, which is expected to certainly affect them to make purchase decisions. The results of this study support previous research conducted by Ronomenggolo (2013) which shows the promotion of social media-based influence on purchase decisions online.

The Influence of Internet Advertising Online Purchase Decision

This study found that internet advertising variables have a positive and significant Influence on online purchase decisions in online purchases. Internet advertising is a very important thing in purchase online and become the most dominant variable in this research. Thus it can be concluded that with the internet advertising relationship between the company and the customer can improve the decision of online purchase in making purchases online.

The Internet demonstrates various facets of the marketing function, works as a mechanism for building demand, leading consumers to purchase action, filling orders, providing customer service,

and also serving as a versatile advertising medium (Shimp, 2010: 395). Internet advertising service providers such as Google AdSense, Facebook Ads, and others make it easy for advertisers to target their customers from many aspects, from demographics, frequently visited sites, to cyberspace. The right targeting combined with the proper display and ad language will increase the number of visits to the site into potential buyers.

Activities surfing the internet by users, especially the students leave a trail that is captured by internet browsers. The track record becomes an advertiser's reference to show matching ads that match their audience so that the ads become more targeted and able to improve purchase decisions. Social media with the paid advertising feature also keeps track of its activities regarding the preferred, hobby, demographic data, to information that is often searched and accessed by users of social media. The data is processed and then utilized in the context of targeting ads for ads that are displayed goals.

Internet ads have a variety of types and interactive that can attract potential customers. Economics Faculty of Samudra University students agree that internet advertising helps them recognize the product and they are likely to click on Internet ads that they find interesting and that often appear when they're surfing in cyberspace. These ads are often seen on social media as well as advertisements posted on the website pages.

In this study, internet advertising variables affect online purchase decisions in online purchases of students of the Economics Faculty of the University of the Samudra. This is in line with the research of Yet-Mee Lim, et al., (2011) that internet advertising can increase the number of visits and the ability to remember a product (brand recall) in creating online purchase decisions so that internet advertising becomes one of the very marketing tools it is recommended in the context of marketing in the digital environment.

The Influence of SEO, Social Media, and Internet-Based Advertising Against Online Purchase Decisions

From the results of the study found that SEO, social media, and internet advertising together to influence the online purchase decisions. Another study by Soepratikno (2014) found that the use of SEO by targeting certain keywords in a web post to increase search engine rankings in search engines managed to increase website visits and able to

influence consumers to transact and share information. The search engine makes it easy for consumers to find the information they need including the product being searched. Social media as a means of socializing user-based generated content has grown rapidly in the world. Where started from sharing text, photos, to video. Likewise in online sales, social media helps sellers (companies) interact with their buyers, even interactions can occur among customers.

Kwahk, et al., (2015) in his research states social media factors significantly influence the achievement of e-commerce through two ways that indirectly affect the confidence of online sales and the intention to do visit through the influence of social information and directly affect the achievement factor of e-commerce. Social media is also able to create trends in society.

Wei (2010) in his research reveals that the features of online advertising generate a positive influence on purchase intentions. He further stated that display-based features such as Images and videos result in the highest possible purchase intentions of consumers. Jadi, when the three online marketing techniques with optimal used may influence purchase decisions and increase online sales. Marketers must be keen to exploit the potential in utilizing the internet as a marketing tool.

Conclusion and Suggestion

Based on the results of research and discussion that has been described in the previous chapter, it can be deduced that SEO, Media Social, internet advertising partially or simultaneously have a positive and significant impact on the decision of online purchase. Given the high SEO of the company can increase the level of website visits in an effort to increase online purchases. Social media can be a place to interact with sellers with buyers and buyers with buyers to give recommendations and reviews. Internet advertising variables have an influence in increasing the visibility of a brand or product. Internet advertising makes it easy for consumers to remember a product and increase the number of website visits. All three are marketing tools that support an increase in online purchases.

Companies should have a website and indexed by search engines. Further optimizing On page SEO and off page SEO so that products offered to customers can be easily found in search engine results and get the highest ranking. Companies should utilize social media features well to interact

with consumers and enhance positive impressions and boost consumer confidence. For local companies in Aceh in order to maximize the use of the internet as a marketing medium in order to compete with national online companies. While the next researcher to dig deeper again into other variables such as price, brand image of the company, product quality so as to improve online purchase decisions in making purchases online.

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