

**EFFECT OF E-COMMERCE, PUBLIC RELATIONS AND CUSTOMER
RELATIONSHIP MANAGEMENT ON PURCHASE DECISIONS
(CASE STUDY OF OPPO BRAND SMARTPHONE USERS IN WTC
SURABAYA)**

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Abstract: Business competition will look increasingly fierce. With the development of technology, information, communication and knowledge, companies will increasingly realize that the company's goal is no longer how to increase sales volume but is more prioritized on creating customer satisfaction in making purchasing decisions. The population in this study were all visitors to WTC Surabaya. The sample used in this study were 105 respondents. The sampling technique used in this study was accidental sampling. The results of the study that the independent variables consisting of E-Commerce, Public Relations and Customer Relationship Management partially and significantly influence the purchasing decisions of OPPO brand smartphones at WTC Surabaya are accepted and proven. The E-Commerce variable has a dominant influence on purchasing decisions for OPPO brand smartphones at WTC Surabaya, which is accepted and proven. The conclusion of this study is that the independent variables consisting of E-Commerce, Public Relations and Customer Relationship Management have a partial and significant effect on purchasing decisions for OPPO brand smartphones at WTC Surabaya, which are accepted and proven true based on the t count $>$ t table and the significant value is smaller. of 0.005. The E-Commerce variable has a dominant influence on the OPPO smartphone purchase decision at WTC Surabaya has the largest beta coefficient value among the Public Relations and Customer Relationship Management variables.

Keywords: *E-Commerce, Public Relations, Customer Relationship Management and Purchase Decision.*

1. Preliminary

In the era of globalization, business competition will look increasingly tight. With the development of technology, information, communication and knowledge, companies will increasingly realize that the company's goal is no longer how to increase sales volume but is more prioritized on creating customer satisfaction in making purchasing decisions. In this case, it is very necessary to have a strategy in marketing a product in order to create customer satisfaction and purchase decisions, so that the company's existence will continue to be

maintained and it is hoped that customers will not turn to using products from competing companies.

Economic improvement is usually executed via way of means of growing nations with the purpose of making monetary improvement that may be loved via way of means of the community. (Istanti, Kn, and Gs 2021). Marketing is a main activity carried out by the company in maintaining a business that is owned so that it continues to survive and can develop and to get a stable profit. The success or failure of achieving a business really depends on the expertise of an entrepreneur in marketing their products by paying attention to the quality or brand they have. The existence of several business failures including the failure to define the market to be addressed and how the market potential is, the company's competition is not only limited to the functional aspect of the product.

In accordance to Handoko T. Hani (2019), control is a manner of planning, organizing, directing, and supervising the efforts of organizational participants and using different organizational sources in reaching predetermined organizational goals.

In accordance to Daryanto and Ismanto (2014), Marketing is an vital a part of the marketplace, due to the fact the present marketplace is a buyer's marketplace in which the prevalence of purchasing and promoting transactions relies upon at the buyer's personal decisions, so the present marketplace is strongly inspired via way of means of the conduct of customers and what's vital is that organizations as supplying items can most effective observe the desire customers and the way to conquer competition from organizations that create comparable items.

According to Armstrong (2012) explains that advertising is a social and managerial procedure through which people and corporations satisfy their want and desires through creating, offering, and replacing matters of price with others. The definition of E-Commerce is an area in which transactions or statistics exchanges arise among dealers and shoppers in our on-line world. It is simple that the area of purchasing and promoting in our on-line world is shaped due to the relationship of hundreds of thousands of computer systems into one large network (internet).(Indrajit 2016).

E-commerce can be accessed by the public through applications available on devices such as the Shopee application, Tokopedia, Buka, and others. The public can also access this e-commerce through whatsapp, instagram and facebook, as well as other applications that can access e-commerce and can display advertisements. The business undertaken through this new method or model is not only accessible to the upper middle class but can also be accessed by the lower middle class, because the prices offered by one seller to another are varied and able to reach all components of society. According to Kotler and Armstrong (2008)E-trade is a web channel that may be reached through a person via a laptop, that's utilized by commercial enterprise human beings in wearing out their commercial enterprise sports and utilized by clients to achieve statistics the usage of laptop help which withinside the manner starts with imparting statistics offerings to clients in making choices. in accordance to Terzi (2011) There are numerous signs of e-trade which are believed to have the ability to persuade commercial enterprise development, specifically Internet access, Ease of statistics and Effective and Efficient.

According to Dr. Rex Harlow in (Ruslan 2012), Public Relations (PR) is the area of expertise of the control characteristic and helps the development, renovation of not unusualplace strains among the employer and its publics, regarding the sports of communicate, understanding, recognition and cooperation; related to control in coping with

problems/problems, helping control in following and using alternate effectively; act as an early caution gadget in awaiting developments withinside the use of studies and sound and moral communique strategies because the number one means. According to Frank Jeffkins, in Normawati, Maryam, S., & Priliantini (2018), "Public Relations is something that consists of a summary of the overall communication that has been planned, both inside and outside the organization in order to achieve specific goals based on mutual understanding". Indicators of Public Relations by Hanifah (2018), as follows: News, Community Service Activities and Media.

According to Priansa (2017), Customer Relationship Management is an incorporated feature and has a sales, advertising and carrier method aimed toward growing sales and consumer satisfaction. Understanding CRM helps a business enterprise to offer offerings to clients in actual time and set up relationships with every consumer via using facts approximately clients (Kotler 2016). Indicators in constructing CRM are associated with people, processes, and generation consistent with DJ Priansa (2017)

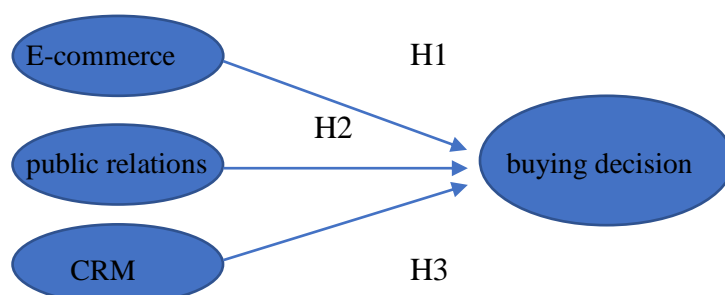
According to Nana Herdian Abdurrahman (2015) Purchasing choice is a consumer's choice to shop for or now no longer to shop for a services or products that's an crucial opportunity for marketers. The buy choice is one of the levels withinside the shopping for choice procedure earlier than post-buy behavior. In coming into the preceding buy choice level, customers had been confronted with numerous opportunity alternatives in order that at this level customers will take motion to determine to shop for merchandise primarily based totally at the alternatives specified. Consistent with Roesman (2018) Purchase choices are character sports which are at once worried in making choices to make purchases of merchandise presented via way of means of sellers.

Keller (2016), consumer purchasing decisions, there are six indicators of decisions made by buyers, namely: product choice, brand choice, choice of dealer, number of purchases or quantity, time of purchase and payment method.

The development of technology, information, communication and knowledge is expected to increase the attractiveness of consumers in buying their products, so as to be able to provide considerable benefits for the company. Several counter sales of OPPO brand smartphones at WTC Surabaya, are expected to increase the power of consumer purchasing decisions and be able to compete with competitors who sell the same product. Based on the background of the problems presented above, the researchers are interested in conducting research with the title "EFFECT OF E-COMMERCE, PUBLIC RELATIONS AND CUSTOMER RELATIONSHIP MANAGEMENT ON PURCHASE DECISIONS (CASE STUDY OF OPPO BRAND SMARTPHONE USERS IN WTC SURABAYA)"

2. Research Methods

The conceptual framework in this study is as follows:



Research Hypothesis

1. That the E-Commerce variable partially and significantly influences the Purchase Decision on OPPO Brand Smartphones at WTC Surabaya
2. That the Public Relations variable partially and significantly influences the Purchase Decision on OPPO Brand Smartphones at WTC Surabaya
3. That the Customer Relationship Management variable partially and significantly influences the Purchase Decision on OPPO Brand Smartphones at WTC Surabaya
4. That E-Commerce has a dominant influence on Purchase Decisions on OPPO Brand Smartphones at WTC Surabaya

The population in this study were all consumers of WTC Surabaya. The sample used in this study was calculated using Roscoe's theory quoted by Ferdinand (2014) where the ideal sample between 100-200 is obtained from the total Variable as much as 5-10 times. This study consists of 15 indicators multiplied by 7 so that the total sample size is 105 respondents. The sampling technique used in this study was accidental sampling. The data collection in this research are: Questionnaire, Documentation, Observation, and Interview.

Data analysis techniques in this study are:

1. Validity test
Sugiyono (2017) shows a legitimate variable approach that the measuring tool used to gain data (measurement) is legitimate. Valid, which means that the variable may be used to degree what need to be measured. Measurements have been made the usage of the Statistical Product and Service Solution (SPSS) software measuring tool.
2. Reliability test
Sugiyono (2017) states that the studies outcomes may be stated to be legitimate if there are similarities among the statistics amassed and the statistics that honestly happens within the item below study. Measurements made the use of Cronbach's Alpha Variant are reliability coefficients that display what number of objects in a collection are definitely correlated with every other.
3. Normality test
Sugiyono, (2017) positioned forward that parametric facts calls for many assumptions to be met. The major assumption is that the analyzed statistics should be typically distributed. Therefore, earlier than trying out the hypothesis, the statistics normality take a look at is first performed.
4. Multicollinearity Test
Ghozali, (2016) The multicollinearity check objectives to check whether or not there may be a correlation among the impartial (impartial) variables within the regression equation. A accurate regression version need to now no longer display correlation among impartial variables. One manner to look multicollinearity is with the aid of using searching on the tolerance and variance inflation factor (VIF). Cut The off cost usually used to suggest the presence of multicollinearity is the tolerance cost $< 0 > 10$.
5. Autocorrelation Test
Ghozali, (2016) positioned forward that the autocorrelation take a look at ambitions to check whether or not the linear regression version has a correlation among confounding mistakes in length t ($t-1$). If there may be a correlation, it's miles known as an autocorrelation problem.

6. Heteroscedasticity test

Heteroscedasticity aims to take a look at whether or not the regression version has variance inequality from the residuals of 1 commentary to any other commentary Ghozali (2016). If the variance and residuals from one commentary to any other are constant, it's far known as homoscedasticity and if they're specific it's far known as heteroscedasticity.

7. Multiple Linear Regression Analysis

Multiple linear regression formula according to Sugiyono (2017) is as follows: $Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$

8. t test

pursuits to reveal how a ways the impact of 1 explanatory variable or unbiased variable for my part in explaining the version of the established variable. The null speculation to be examined is whether or not a parameter is same to zero. (Imam Ghozali 2016)

3. Results and Discussion

3.1 Results

Table 1
Validity test

Variables/indicators	r value	r table	Description
<i>E-commerce (X1)</i>			
X1.1	.888	R value > 0.190	Valid
X1.2	.915	R value > 0.190	Valid
X1.3	.768	R value > 0.190	Valid
<i>Public Relations (X2)</i>			
X2.1	.877	R value > 0.190	Valid
X2.2	.795	R value > 0.190	Valid
X2.3	.911	R value > 0.190	Valid
<i>CRM (X3)</i>			
X3.1	.774	R value > 0.190	Valid
X3.2	.755	R value > 0.190	Valid
X3.3	.871	R value > 0.190	Valid
<i>Purchase Decision (Y)</i>			
Y1	.906	R value > 0.190	Valid
Y2	.906	R value > 0.190	Valid
Y3	.634	R value > 0.190	Valid
Y4	.642	R value > 0.190	Valid
Y5	.828	R value > 0.190	Valid
Y6	.616	R value > 0.190	Valid

The test results prove that each correlation statement gets > 0.190. This means that all statement items have passed the validity test and are considered valid.

Table 2
Reliability Test
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	59,20	47,815	,757	,933
X1.2	59.21	47,013	,836	,931
X1.3	59.47	49,251	,588	,937
X2.1	59.24	47,491	,765	,933
X2.2	59,50	47,791	,654	,936
X2.3	59.24	46,722	,857	,930
X3.1	59.45	48,788	,558	,938
X3.2	59.46	49,347	,541	,938
X3.3	59.53	47,097	,689	,935
Y1.1	59.22	46,634	,823	,931
Y1.2	59.24	46,510	,883	,930
Y1.3	59.45	50,327	,495	,939
Y1.4	59,50	47,445	,692	,935
Y1.5	59.24	47,183	,802	,932
Y1.6	59.59	49.9994	,433	,942

The table above shows the results of the Cronchbach alpha value > 0.6, so that the instrument used meets the requirements

Table 3
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.163	.940		1,237	.219		
E-commerce	1.103	.109	.594	10.167	.000	.370	2,706
Public Relations	.294	.124	.169	2.365	.020	.247	4.050
CRM	.499	.092	.282	5.411	.000	.467	2,143

a. Dependent Variable: Purchase Decision

Multicollinearity test obtained VIF from the above test for all variables has met the basic assumptions of decision making, where the results are based on $VIF < 10$ / tolerance > 0.1. The equation $Y = 1.163 + 1.103 X_1 + 0.294 X_2 + 0.499 X_3$ is the result of the equation obtained from multiple linear regression analysis.

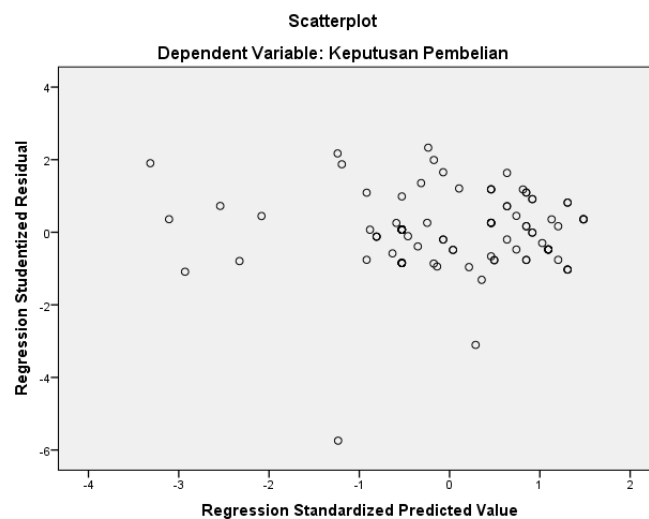


Figure 1
Heteroscedasticity Test

Explains that the output of the above results in the image has small circular spots that spread evenly, above, right, below, left. Data that is free from heteroscedasticity is the meaning of the output.

3.2 Discussion

1. In the first test, the E-Commerce variable partially and significantly influences Purchase Decisions on OPPO Brand Smartphones at WTC Surabaya.

From table 3 it can be seen that t count 10.167 > from t table 1,98373 and a significant value of $0.000 < 0.005$, this indicates that the hypothesis is accepted and proven. Where the E-Commerce variable partially and significantly influences purchasing decisions on OPPO brand smartphones at WTC Surabaya. The indicator that has the highest score on the E-commerce variable is the indicator information convenience, on the statement "The seller provides easy product information to you" While the indicator that has the lowest mean is Internet access, on the statement "You can see the specifications of OPPO brand smartphones on the internet"

The conclusion from the above statement is that a consumer will feel satisfied if: sellers provide easy product information to consumers.

2. In the second test, Public Relations partially and significantly influences Purchase Decisions on OPPO Brand Smartphones at WTC Surabaya

In this study, the partial test with t test to determine the effect of the Public Relations variable on the Purchase Decision, the t value for Public Relations is obtained by 2.365 with a significant level of 0.020. Because the value of t count 2.365 > table 1,98373 and the resulting significance value of 0.020 is smaller than 0.05 then H_0 is rejected and H_1 is accepted, meaning that the independent Public Relations variable partially has a significant effect on the dependent variable on Purchase Decision.

The indicator that has the highest score on the Public Relations variable is the indicator media, on the statement "The promotional media and product information used by the OPPO company are quite good" While the indicator that has the lowest mean

iscommunity service activities, on the statement "The seller is able to provide good service to you"

The conclusion from the statement above is that a consumer will make a purchase decision if the promotional media used is seller in providing information about OPPO to consumers very well and consumers get good information and satisfaction when buying a product from the company.

The suggestion from the above statement is that a company should always provide information through the media so that consumers who will buy their products can find out information and make purchasing decisions.

3. That the Customer Relationship Management variable partially and significantly influences the Purchase Decision on OPPO Brand Smartphones at WTC Surabaya

Partial testing with t-test to determine the effect of the variable Customer Relationship Management on Purchase Decisions obtained tcount value for the variable Customer Relationship Management of 5.411 with the resulting significance level of 0.000. Because the value of $t_{count} 5.411 > t_{table} 1,98373$ and the resulting significance value of 0.000 is smaller than 0.05, then H_0 is rejected and H_1 is accepted, meaning that the independent variable Customer Relationship Management partially has a significant effect on the dependent variable on Purchase Decision.

The indicator that has the highest score on the Customer Relationship Management variable is the indicator human (people), on the statement "All sellers are friendly in communicating with you" While the indicator that has the lowest mean is technology (technology), on the statement "Sellers use technological advances in explaining smartphone specifications"

The conclusion from the above statement is when consumers will be interested in making a purchase decision if: seller friendly in communication and able to captivate the hearts of consumers.

Suggestions from the above statement is a company or seller must friendly in communication and able to captivate the hearts of consumers, even must be able to exceed the company or other sellers who are friendly in marketing the product.

4. That E-Commerce has a dominant influence on Purchase Decisions on OPPO Brand Smartphones at WTC Surabaya

The next hypothesis states that E-Commerce has a dominant effect on purchasing decisions for OPPO brand smartphones at WTC Surabaya. Of the three independent variables consisting of E-Commerce, Public Relations, and Customer Relationship Management, it can be seen that the E-Commerce variable has the largest (beta) coefficient, which is 0.594 which is the largest value among the other independent variables. So it can be concluded that H_0 is rejected, H_1 is accepted, which means that the E-Commerce variable has a dominant influence on consumer purchasing decisions on OPPO brand smartphones at WTC Surabaya.

4. Conclusion

In partial hypothesis testing, all independent variables have a significant influence on the dependent variable (dependent) Purchase Decision of consumers using OPPO brand smartphones at WTC Surabaya.

- a. The E-Commerce variable partially has a significant influence on the Purchase Decision.
Based on respondents' answers, the majority of respondents had responses in the

category of strongly agree. It can be interpreted that the higher the E-Commerce, the higher the OPPO smartphone purchase decision.

- b. The Public Relations variable partially has a significant influence on the Purchase Decision. Based on respondents' answers, the majority of respondents had responses in the category of strongly agree. It can be interpreted that the higher the Public Relations, the higher the OPPO smartphone purchase decision.
- c. The Customer Relationship Management variable partially has a significant influence on the Purchase Decision. Based on respondents' answers, the majority of respondents had responses in the category of strongly agree. It can be interpreted that the higher the Customer Relationship Management, the higher the OPPO smartphone purchase decision.

In the dominant hypothesis test, the independent variable (independent) which has the greatest influence on the dependent variable (dependent) of Purchasing Decision is the E-Commerce variable with the coefficient of (beta) which is greater among other variables.

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