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Strategi *Remarketing* Dan *E-Payment* Untuk Meningkatkan Volume Penjualan Pada *E-Commerce*

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ABSTRACT

The remarketing strategy of utilizing electronic technology (e-commerce) as a buying and selling medium that uses the internet to promote its products by utilizing e-payment information technology will make it easier for customers to make non-cash payment transactions so that they are practical and efficient. This study aims to analyze remarketing and e-payment strategies in an effort to increase sales volume on e-commerce sites. This study uses a quantitative approach with a causal associative method. The data collection technique uses a questionnaire given to respondents using the Google Forms platform. The population and sample in this study were 97 STIE Nganjuk students, namely students who had shopped online on e-commerce sites using e-payment. For sampling, using purposive sampling technique, with multiple linear regression analysis technique. Hypothesis testing through t test (partial) and F test (simultaneous). The results showed that remarketing had a partial and significant effect on sales volume, as evidenced by the acquisition of a t count value greater than t table with a significance of less than 0.05. E-Payment has a partial and significant effect on sales volume, as evidenced by the acquisition of a t count value that is greater than t table with a significance of less than 0.05.

INTRODUCTION

Changes in business behavior in the era of the industrial revolution 4.0 provide an opportunity for business people to bring up a new innovation in digital-based information technology in the form of digital marketing or trade by utilizing electronic technology (e-commerce). Utilization of e-commerce as a buying and selling medium that uses internet media or websites has advantages for customers and companies, for example companies can promote their products at a relatively low cost, businesses can run 24 hours a day, information about company products is available online and can answer the tendency to look for product information that they want to buy through the website (Nugroho, 2016). Various names of e-commerce platforms such as Shopee, Tokopedia, Lazada, Bukalapak, Blibi, Kaskus and many others compete with each other to highlight their respective advantages and attractive promos.

Electronic business with the concept of online shopping is a way of shopping online using the internet, both through computer devices and cellular smartphones, which has become a current trend. Internet technology allows manufacturers to focus effectively and efficiently with offers that are more suitable for the specific needs of customers. One of the marketing strategies used to increase the number of visitors is a remarketing strategy.

Remarketing is a strategy that focuses on interacting with customers who have visited a website and put a product in their shopping cart, then gone to the cashier but have not actually

made a purchase (Charlesworth, 2018). This method is very effective to regenerate customer interest in the products offered. Customers were initially interested in the products offered because they indirectly interacted, but customers needed a strong incentive to make a purchase, wherein payment transactions use e-payment.

Electronic payment (e-payment) is a payment mechanism made via the internet for purchases of goods and services by customers (Turban, King and Lee JK, 2014). With e-payment, sellers and buyers do not need to make transactions manually so payments are more practical, fast, and safe. Currently, there are several e-payments, namely QR codes, digital wallets, payment gateways, smart cards, e-checks, e-wallets, payment cards, and e-cash. Shopping online using e-payment is easier, faster, and safer. The security and protection system in e-payment with a good remarketing strategy is a consideration for customers to make purchase transactions, which has an impact on increasing sales volume.

By looking at the conditions above, in increasing sales volume in e-commerce remarketing and e-payment strategies are used. So the title of this study is "Remarketing and E-Payment Strategies to Increase Sales Volume in E-commerce".

LITERATURE REVIEW

Remarketing

Remarketing is a strategy for contacting customers who have interacted with websites, applications, or e-commerce before. So that when a customer visits another business site, ads from the previous business will automatically reappear. Remarketing is the right digital marketing strategy to give customers the opportunity to revisit previously visited websites to continue making purchases (Chaffey, 2017).

Remarketing provides precision and clarity to ads for both static images and dynamic video-based ads so they can reach the target market (Das, 2021). With remarketing, companies can show promotions explicitly to consumers who have just visited their site. The benefits of remarketing are improving customer relationships, more relevant ads, being able to reach the right customers, and increasing sales volume.

E-Payment

Electronic payment (e-payment) is an exchange of funds through electronic media (Solomon, 2013). E-payment requires an internet connection to operate with use in electronic banking (e-banking) and shopping (e-shopping) environments.

E-payment is a payment system that uses internet facilities as an intermediary (Pram, 2016). E-payment services are used for various types of needs. With e-payment, the transaction process becomes faster and safer. The benefits of e-payment are easier payments, better security, reduced circulation of counterfeit money, more payment options, and increased customer satisfaction and loyalty which have an impact on increasing sales volume.

E-Commerce

E-commerce is a transaction or exchange of information between sellers and buyers in cyberspace (Rerung, 2018). E-Commerce is also known as market-making because its existence directly forms a market in cyberspace that brings together sellers and buyers from various parts of cyberspace with internet access. Digital technology makes the process of selling and shopping easier and more practical.

E-Commerce is a transaction made by buyers and sellers in buying and selling various products electronically from one company to another company by using the internet as an intermediary for business transactions (Mahmud, 2018). The benefit of using e-commerce is that it can reduce the cost of goods and services, and can increase consumer satisfaction as far as speed is concerned to get the best quality goods at the best value.

Sales Volume

Sales volume represents net sales on the company's income statement. Net sales are obtained from sales of all products (product lines) for a certain period of time, and sales results are obtained from the market share which is potential sales, which consists of territorial groups and buyer groups for a certain period of time (Swastha, 2014).

Sales volume is goods sold in the form of money for a certain period of time which includes a good service strategy (Kotler, 2016). Sales volume is the acquisition obtained by the company by means of salesmen who have succeeded in selling the products they produce. Based on the estimated target and the realization achieved is a method of calculating sales volume.

Conceptual Framework

The conceptual framework in this study is as follows:

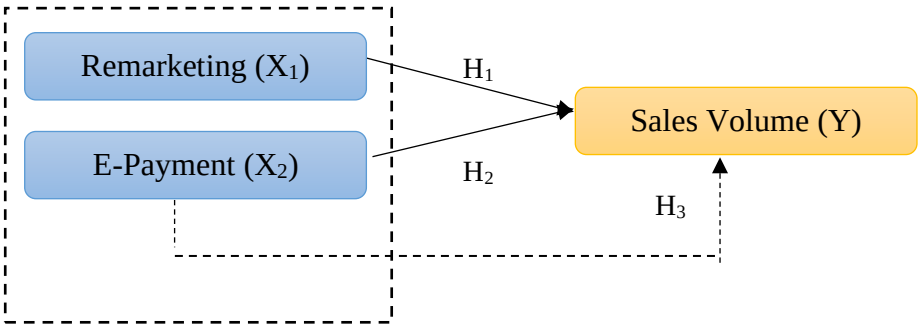


Figure 1. Conceptual framework

Hypothesis

Based on the conceptual framework above, the research hypothesis is as follows:

H1: Remarketing has a partial effect on sales volume
H2: E-payment has a partial effect on sales volume
H3: Remarketing and e-payment simultaneously affect sales volume

RESEARCH METHOD

In this study using a quantitative analysis approach with causal associative methods. Associative research is a research statement that asks the relationship between two or more variables (Sugiyono, 2018).

The data collection technique uses a questionnaire given to respondents using the Google Forms platform. The population and sample in this study were 97 students of the Nganjuk College of Economics, namely students who had shopped online on e-commerce sites using e-payment. For sampling, using purposive sampling technique, with multiple linear regression analysis technique. Hypothesis testing through t test (partial) and F test (simultaneous).

The research variables consist of 2 types, namely Independent Variables, there are 2 (two) independent variables in this study, namely Remarketing (X_1) and E-payment (X_2). The dependent variable is sales volume (Y) on online shopping e-commerce sites. The method in this research is through observation/observation and questionnaires. The use of the Likert scale for instrument measurement in the questionnaire given to customers, namely using the indicator assessment score of the existing variables (Sugiyono, 2019).

RESULTS AND DISCUSSION

Result

Classical Assumption Test Results

1. Normality test

   The normality test tests the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation which is normally distributed or not normally distributed. The regression equation is said to be good if it has independent variable data and dependent variable data whose distribution is close to normal or completely normal.

   The data normality test uses the Kolmogorov-Smirnov Test of Normality in the SPSS programcarried out based on probability (Asymtotic Significant), namely: if the probability > 0.05 then the distribution of the regression model is normal.

Table1. Frequency of Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		97
Normal Parameters, b	*Means*	.0000000
	std. Deviation	2.37637806
Most Extreme Differences	*absolute*	.118
	Positive	.118
	Negative	-.104
Kolmogorov-Smirnov Z		1.167
asymp. Sig. (2-tailed)		.131

a. Test distribution is Normal.
b. Calculated from data.
Source: primary data processed by researchers, 2022

Based on table 11 above regarding the normality test (Kolmogorov-Smirnov) obtained Asymp. Sig. (2-tailed) of 0.131. This indicates that the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z is greater than 0.05 (0.131 ≥ 0.05, this proves that in this study the residual data has been normally distributed, so further testing can be done.

2. Multicollinearity Test

Seeing whether or not there is multicollinearity in the regression model can be seen from the Tolerance Value and Variance Inflation Factor (VIF). Multicollinearity testing can be done if the tolerance value is > 0.10 or VIF < 10: multicollinearity does not occur.

Table2. Multicollinearity Test Results

Coefficients[a]

Model		*Collinearity Statistics*	
		tolerance	*VIF*
1	*(Constant)*		
	Remarketing	.196	5,093
	e-Payments	.196	5,093

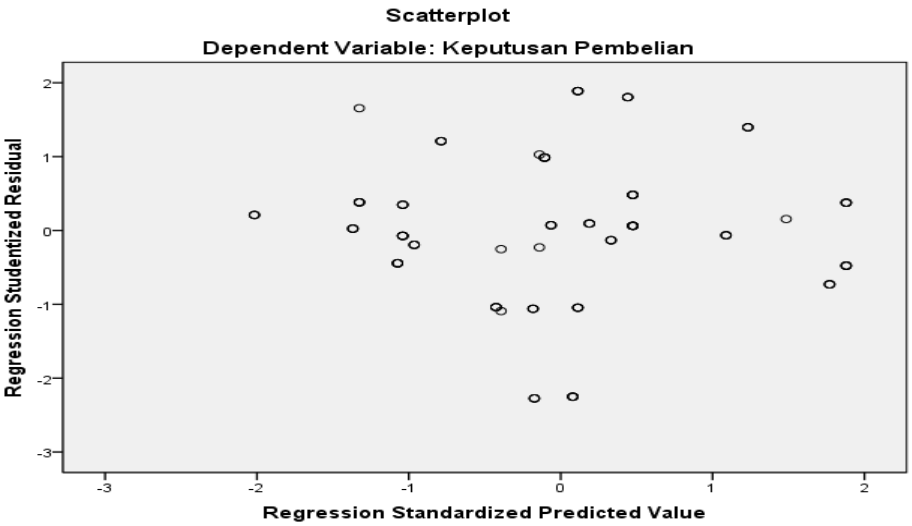
*Dependent Variables:*Sales Volume
Source: Primary data processed by researchers, 2022

Based on table 12 above regarding the multicollinearity test, it shows a tolerance value of > 0.10 and a VIF value < 10 for variables*remarketing* (X_1), and e-payment (X_2). This shows that there is no multicollinearity in the regression model so that the data is said to be good and can be used for further testing.

3. Heteroscedasticity Test

A good regression equation if there is no heteroscedasticity. Scatterplot graph between ZPRED and SRESID where the Y axis is the Y that has been predicted, and the X axis is the residual (Y prediction – Y actually) that has been studied. Homoscedasticity occurs if in the scatterplot the data processing results between ZPRED and SRESID spread below and above the origin (number 0) on the Y axis and do not have a regular pattern.

Table 3. Heteroscedasticity Test Results



Based on Figure 2 above regarding the heteroscedasticity test, it can be seen that the scatterplot of data processing results between ZPRED and SRESID spreads below and above the origin point (number 0) on the Y axis and does not have a regular pattern, so heteroscedasticity does not occur.

4. Autocorrelation Test

A good regression model is a regression model that is free from autocorrelation. The way to detect whether there is autocorrelation is by using the Run Test. The Run Test is used to see whether the residual data occurs randomly or not (systematically), so the basis for making a statistical test decision with the Run Test is if the Asymp value. Sig. (2-tailed) is more than 0.05, then H_0 is accepted and H_a is rejected. This means that the residual data occurs randomly. The following are the results of the autocorrelation test in this study.

Table 4. Autocorrelation Test Results

Run Test

	Unstandardized Residuals
Value test	.14906
Cases < Test Value	47
Cases >= Test Value	50
Total Cases	97
Number of Runs	61
Z	2,359
asymp. Sig. (2-tailed)	.183

Median

Source: primary data processed by researchers, 2022

In the Runts Test output in table 13 above, it can be seen that the probability value is 0.183. Based on this output, a value of 0.183 can also be obtained which is greater than 0.05 so that the null hypothesis stating that the residual values are randomly distributed is accepted. Thus it can be concluded that there is no autocorrelation in the regression equation.

Multiple Linear Regression Test Results

In this study there were two independent variables that would predict one dependent variable, so to test the proposed hypothesis a multiple regression analysis was used. Multiple regression analysis is used to predict how the condition of the dependent variable is, if two or

more independent variables as predictors are manipulated (the value is increased or decreased). Following are the results of multiple linear regression analysis in this study.

Table 5. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*std. Error*	*Betas*	*t*	*Sig.*
1	*(Constant)*	1,140	1,398		.815	.417
	Remarketing	.536	.134	.499	4,004	.000
	e-Payments	.410	.139	.368	2,949	.004

Dependent Variables: Buying decision

Source: Primary data processed by researchers, 2022

Based on the table above, it is known that the data coefficient values of each variable in the Unstandardized Coefficients B column, the multiple linear regression model is as follows:

$$Y = 1.140 + 0.536X_1 + 0.410X_2 + e$$

The multiple linear regression model is interpreted as follows: remarketing (X_1), and e-payment (X_2) to sales volume (Y).

1. The constant value (a) has a positive value of 1.140, meaning that if the remarketing variable (X_1) and e-payment (X_2) are absent, the sales volume (Y) will decrease by 0.508.
2. The beta coefficient value of the remarketing variable (X_1) has a positive value of 0.536. This means that if the remarketing variable (X_1) increases by one unit, while the e-payment variable (X_2) has a fixed value, then sales volume (Y) will increase by 0.536. Vice versa if the remarketing variable (X_1) has decreased by one unit, while the e-payment variable (X_2) has a fixed value, then sales volume (Y) will decrease by 0.536
3. The beta coefficient value of the e-payment variable (X_2) has a positive value of 0.410. This means that if the e-payment variable (X_2) has increased by one unit, while the remarketing variable (X_1) has a fixed value, then sales volume (Y) will have increased by 0.410. Vice versa if the e-payment variable (X_2) decreases by one unit, while the remarketing variable (X_1) has a fixed value, then sales volume (Y) will decrease by 0.410.

Hypothesis Test

1. Individual Parameter Significance Test (Statistical t Test)

This test was conducted to determine whether each independent variable partially has a significant effect on the dependent variable. With a significant level (α) of 5% or 0.05 if t count > t table and the significance is less than 0.05 then the hypothesis is accepted. The calculated t value can also be compared with the table t value as follows:

Table 6. Statistical Test t

Coefficients[a]

Model		*Unstandardized Coefficients*		*Standardized Coefficients*		
		B	*std. Error*	*Betas*	*t*	*Sig.*
1	*(Constant)*	1,140	1,398		.815	.417
	Remarketing	.536	.134	.499	4,004	.000
	e-payment	.410	.139	.368	2,949	.004

Dependent Variables: Buying decision

Source: Primry data processed by researchers, 2022

Based on table 14 above regarding the (partial) t test it can be seen for determining the value of t table. where the level of significance (α) = 0.05 (5%) and degrees of freedom (df) = (n

– k) or (97 – 2 = 95), so that a df of 95 is obtained, the value of t table is obtained at 1.661. This can be partially tested as follows:

a. It is known that the calculated t value for the price variable (X_1) is 4.004 with a significance of 0.000. This shows that the calculated t value is greater than t table (4.004 > 1.661) and the significance is less than 0.05 (0.000 <0.05). This proves that the first hypothesis which states that there is a positive and significant effect partially remarketing on sales volume in e-commerce can be accepted.
b. It is known that the calculated t value for the e-payment variable (X_2) is 2.949 with a significance of 0.004. This shows that the calculated t value is greater than t table (2.949 > 1.661) and the significance is less than 0.05 (0.004 <0.05). This proves that the second hypothesis which states that there is a partial positive and significant effect of product quality on sales volume in e-commerce can be accepted.

2. Simultaneous Parameter Significance Test (F Test)

This test is conducted to find out whether all the independent variables simultaneously or together have a significant influence on the dependent variable. Decision making can also be done by comparing the calculated F value and table F value. By using a significant level of 5% or 0.05 if F count > F table and the significance is less than 0.05 then the hypothesis is accepted, meaning that there is a simultaneous significant effect of the independent variables on the dependent variable.

Table 7. Simultaneous Test Results (Test f)

ANOVA[b]

Model		*Sum of Squares*	*Df*	*MeanSquare*	*F*	*Sig.*
1	*Regression*	1348.366	2	674,183	116,897	.000a
	residual	542,129	94	5,767		
	Total	1890,495	96			

a. Predictors: (Constant), remarketing, e-payments
b. Dependent Variables: Sales volume
Source: Primary data processed by researchers, 2022

Based on table 15 above regarding the F test (simultaneous) on remarketing variables (X_1) and e-payment (X_2). In column F it is known that the calculated F value is 116.897 with a probability of 0.000. Determination of the F table is known that degress of freedom1 (df_1) = k. so $df_1 = 2$ and $df_2 = n–k–1$. So $df_2 = 97 – 2 – 1 = 94$ and $\alpha = 0.05$ it is known that the F table value is 3.09. Then the calculated F value > F table (116.897 > 3.09) and the significance is below 0.05 (0.000 <0.05). This proves that the third hypothesis which states that there is a positive and significant simultaneous effect of remarketing and e-payment on sales volume can be accepted.

Determination Coefficient Test

The coefficient of determination (R^2) is used to test how the variation in the value of the dependent variable is explained by the variation in the value of the independent variable. The coefficient of determination ranges from zero to one ($0 \leq R^2 \leq 1$). This means that if $R^2 = 0$ indicates that there is no relationship between the independent variable and the dependent variable, if R^2 is getting bigger, close to 1, it indicates the stronger the relationship between the independent variable and the dependent variable, and if R^2 is getting smaller, close to zero, it can be said that the relationship between the independent variable and the dependent variable is getting smaller. bound can be seen in the following table:

Table 8. Determination Test Results R^2

Summary models

Model	*R*	*R Square*	*Adjusted R Square*	*std. Error of the Estimate*
1	.845a	.713	.707	2,402

a. Predictors: (Constant), remarketing, e-payments

Source: Primary data processed by researchers, 2022

Based on table 16 above, the R^2 value is obtained0.713or 71.3%. This shows that percentage is variable *remarketing, e-payments* in influencing the purchase decision of 71.3%. In other words, the sales volume variable can be explained or influenced by variables *remarketing, e-payments* product of 71.3% while the remaining 28.7% is not explained or influenced by other variables not examined.

Discussion

Based on the results of the partial test conducted in this study aims to determine and analyze the effect of price partially or simultaneously on purchasing decisions can be explained as follows:

1. Effect of Remarketing on Sales Volume

   From the results of testing the first hypothesis partially (t test), it was found that there was evidence indicating that there was a significant effect between remarketing to sales volume and positive relationship. The remarketing indicators used show that *remarketing* on e-commerce can increase sales volume. Remarketing can influence consumers to make repurchases by showing the same product on the website, which will increase sales volume.
2. Effect of Product Quality on Purchasing Decisions

   From the results of testing the second hypothesis partially (t test), it was found that there was evidence indicating that there was a significant effect between e-payments on sales volume which facilitates customers in electronic non-cash payment transactions. The e-payment security system is a consideration for customers in making purchases which has an impact on customer trust.
3. Effect of Remarketing and e-Payment on Sales Volume

   From the results of testing the third hypothesis simultaneously (F Test), it was found that there is evidence indicating that there is a significant effect between remarketing and e-payment on purchasing decisions and a positive relationship. From the results of the multiple linear regression analysis, it is obtained evidence according to the regression equation that the remarketing variable has a greater influence when compared to e-payment in increasing sales volume in e-commerce. The determinant coefficient of sales volume can be influenced by remarketing and e-payment variables.

CONCLUSION

Based on the results of the research conducted, the conclusions that can be put forward in this study are marketing through remarketing has a positive and significant effect simultaneously on sales volume in e-commerce. Payment using e-payment has a positive and significant effect simultaneously on sales volume in e-commerce. Marketing through remarketing and payment using e-payment simultaneously have a positive effect on sales volume in e-commerce.

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