

STUDY OF MARKETING MIX AND AIDA MODEL TO PURCHASING ON LINE PRODUCT IN INDONESIA

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ABSTRACT: *Marketing is a process within company to create value and build mutual relationship with its customer. Marketing is also a strategy to achieve the mission of organization and company; therefore, they have to be effective and better than their competitor in producing, shipping and communicating consumers' value to the target market. The aim of this research is to find out and analyze the influence of marketing mix to the AIDA model. Marketing mix and AIDA model influence consumers in purchasing online product. The object of this research is consumer who buy online product, and the number of the sample are 97 customers; the sample is chosen by using accidental sampling. The researcher applies path analysis as data analysis method, and the result of this research shows that marketing mix influences AIDA model. Marketing mix and AIDA model influence directly and indirectly to the consumers in purchasing online product.*

KEYWORDS: Marketing Mix, (AIDA) Model, Purchase, Online Product

INTRODUCTION

Economic globalization opens extensive market opportunity for company. This opportunity provides competition among market agent to obtain customers and achieve better performance. In this competition, information is very important to support high competitive advantage for company. Information is essential media and has a role in decision-making. Fast information will assist marketer to win market competition. Nowadays, technology has undergone rapid development; the improvement of digital telephone network, interactive cable television, personal computers, online service, and internet have influenced the spread of rapid and fast information (Paul, 1996:27). Internet is a source of information that is mostly used by a company. Internet marketing can reach all potential areas and it is low cost (Adelaar, 2000; Talha et al). In line with internet improvement, new paradigm appears in marketing and it is called modern marketing concept which is oriented-market or marketing revolution (electronic marketplace) (Arnott & Bridgewater, 2002:86; Bakos, 1999:1613; Chaffey et. al., 2000; Eid & Trueman, 2002:54). In business context, internet also conveys transformational effects that create new business paradigm in term of digital marketing (Chandra, 2001). Long time ago, traditional business required face-to-face contact, nowadays that model of interaction has been developed into modern electronic with electronic based (e-commerce) and it is faceless, namely Business-to-Business (B2B), Business to Customer (B2C), and Customer-to-Customer (C2C) with their final target to provide one segment service (Arnott & Bridgewater, 2002:86; Mulyanto, 2001:41). Moreover, internet influences development and selection to marketing strategy including marketing mix (Eid dan Trueman, 2002:54; Tjandra, 1996:56). Internet marketing as a new marketing paradigm has changed the old paradigm to new business model that has orientation to customer value creation, how to get and maintain customers' value on web (4C and 4P analysis), and how to di internet marketing. Internet creates potential interaction among customers in a global scale (Arnott dan Bridgewater, 2002:87). Arnott cites

Furash (1999), Dutta & Segev (1999) and Bridgewater (2002) shows that possible interaction caught by the marketer as their target customer are one-to-one basis and build brand royal relationships. The company hopes that customers' relationship through the Internet can improve marketing performance; marketing strategy through a web has changed the existence marketing mix concept since internet marketing has different process from traditional marketing. A success key to marketing effort through the internet is interactive strategy (Arnott & Bridgewater, 2002:87; Eid & Trueman, 2002:54). The next chapter, the researcher will describe deeply the change of the easiness of marketing mix dimension through the internet.

REVIEW OF LITERATURE

Marketing Online

According to Dave Chaffey marketing online is marketing which is applied digital technology to form online channel (web, e-mail, database, mobile/wireless and TV digital) to contribute in marketing activities and the purpose is to achieve profit acquisition and customers retention (in multi-channel purchased process and customer life-cycle). The improvement of customers' knowledge (profile, behavior, value and loyalty) will convey integrated-communication and the purpose is to provide online service which is needed by the needs of the customer. Chaffey (2007) concludes online definition marketing as an effort to achieve the purpose of marketing by applying digital technology. Smith and Chaffey in their study, according to traditional definition from Chartered Institute England, show that e-marketing can identify, anticipate, and satisfy customer needs efficiently. Smith (2003) shows that online marketing maintains bond and forms strong relationship to the customer by keeping their happiness and pleasure. E-marketing involves dynamic dialog, constant feedback and another E-tool. Strauss, Ansary, El-Ansary, Frost (2005) defines online marketing as the use of information technology in the process of creating communication and giving value to customers; moreover, manage relationship to the customer which provides profit to the company and another share-interest. On the other side, Michie (2007) states that basically internet marketing is all activities which are carried out online or offline to influence other people to purchase product or service from certain website media online; therefore, online marketing is conducted by electronic tool. Michie considers offline activity to push the success of marketing online as a part of online marketing activity. Chaffey (2007), as an online marketing base defines digital technology forming online channel. Another writer focuses on creating customers' value which uses information technology, and all tools which are used to create value (online or offline) as a part of online marketing.

Marketing Mix

According to Boom and Bitner (1981), they describe that marketing management is a marketing mix concept. Marketing mix is not management theory which is derived from scientific analysis, yet it is a framework of conceptual work which emphasizes main decision to make marketing manager in organizing demand to fulfill the customer needs. This tool is used to develop long-term strategy and short-term tactical program (Palmer, 2004). Booming and Bitner (1981) has defined 7s of marketing mix as follows: 1. Product – something which can give value of needs and desire to the customers, yet it must not available at the same time. The concept includes involvement in introducing new product or improving the existence product; 2. Price – something which is competitive and must be profitable. Price strategy includes discount, supply, demand, etc.; 3. Place – it refers to a place of customer in purchasing

product; and how product reaches to a certain place. There are various channel to purchase a product such as internet, distributor, and retailer; 4. Promotion – it includes various ways of communication to customers of a product or service which is offered by the company. Promotion is communication means to explain the benefit and feature of products and services; 5. People – it refers to customers, employees, managements and other parties who are involved in providing service to the customers. It is important to each people to realize that brand reputation shows its involvement in the service; 6. Process – it refers to method and way of providing services; therefore, it is important to have deep knowledge of services that is helpful to customer, such as time to customer to choose product or service, the customer knows about the product or service, etc.; 7. Physic (evident) – it refers to experience in using product or service.

AIDA Model

Modern marketing theory can be shown in AIDA model. AIDA model is marketing basic movement in organizing advertisement that is resulted from customers' perception; E. St. Elmo Lewis introduces this concept in 1898. AIDA refers to Attention, Interest, Desire and Action. AIDA is abbreviation that is used in marketing and advertisement; it describes general list of incidents, which is possible to happen when a customer involves in a certain advertisement. Mackey (2005) explains that AIDA consists of Awareness (attentive to customer); Interest (improving customers' interest by focusing on profit and benefit and it is not focused on feature like in traditional advertisement); Desire (convincing the customers that the interest of a product or service can fulfill their needs); Action (main customer acts and or purchase products and services) (Li dan Yu, 2013). According to the needs of AIDA model, the aim of marketing is to attract potential consumers' attention, to increase the consumers' interest and desire to do the last act (purchase). In purchasing process, marketing strategy using AIDA model is increasing the trust level of consumers' candidate (the potential of consumers' candidate to be a real buyer). Inconsistence between marketing needs and marketing dislike will decrease conversion level of the next AIDA step. According to the AIDA theory, company can consider marketing process by using AIDA model as a marketing model.

1. Attention

A marketer must be able to make media of information to attract consumers' attention. A marketer can make a statement that shows the interest of people, make powerful words or picture that is able to make people notice the and understand the message conveyed. Kotler & Amstrong (2001:16) explains that attention must contain these three: (1) Meaningful, it shows the benefits of the product or it is attractive to the consumers; (2) Believable, the consumers believe that the product will provide benefit as it is mentioned in the product information, (3) Distinctive, the message conveyed in the advertisement is better than the competitor.

2. Interest

Step of marketer after he is able to make media of information that is attractive to the consumers, a marketer have to think a media of information, which conveyed meaning of the product to attract the consumers. Most bad media of information is careless in doing this step, yet in this step the target or consumers is willing to provide their time to read the message in detail. Building the readers' interest by giving solution or hope to a certain problem is a way to get consumers' attention. The best way to build the readers' awareness is by explaining the

feature and benefit to improve their interest. Assael (2002:60) states the interest as the emergence of purchase interest of consumers to the object, which is introduced by the marketer.

3. Desire

A marketer has to be smart and sharp in reading target or consumers by seducing them to try and have a product. This step is important for marketer that he or she can provide the right solution in giving the right decision to their consumers. In this step, people have had their motivation to own a product and a marketer has succeeded in creating the needs of the consumers' candidate. Nevertheless, within consumers' candidate, hesitation appear; they doubt whether the product or service can provide solution as it has been promised.

4. Action

This step is considered the central step; a marketer must direct and act to persuade consumers to purchase a product. Action explains what step needs to be done by a marketer in desiring to read or targeting consumers to purchase a product. Directing readers and consumers requires an action from a marketer to explain the steps and inform the price of a certain product or service. Action is also the last effort to influence the consumers' candidate to purchase as soon as possible or as a part of the process by choosing the right words so the consumers' candidate will respond accordingly (this is the most difficult step). To direct the consumers, marketer must use the right command, so the consumers' candidate will act (purchase).

Purchased-Decision

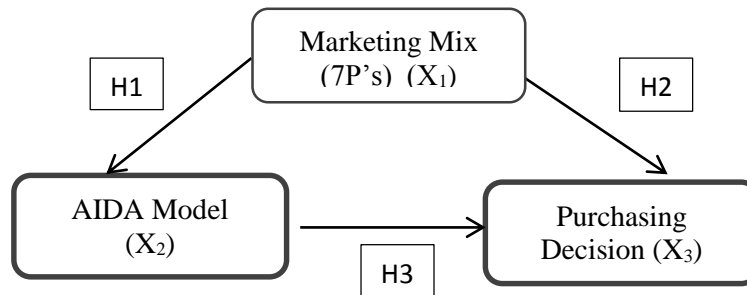
In this model of purchased-decision, consumers intuitively determine scores for two variable, and one of them is achieved-level (pleased result and profitable result) (Nowlis: 1995). When a marketer face with product of competitor, this model proposes that consumers decide scores as a parameter of this hope-value, follow unofficial mental calculation and making-choice to the highest overall score (Hawkins & Coney, 1992; McCarthy, 1996).

However, in reality consumers face more complex situation when they make choice. Consumers have restricted economic resources and ability to keep and process information. Consumers seek information and the marginal value that is achieved is the same or less than the cost of securing information to make choices (Engel et al., 1995; Blackwell 2001, 2007). Literature has shown that consumers do not accept perfect information – even when they are exposed to the economic point of view, which is perfect informed, consumers cannot understand and assimilate some technical aspects of the information. A more-accepted model of consumers' behavior shows that consumers decision process take place because of consumers who seek and evaluate available information to make purchasing decision (Nowlis, 1995). Consumers rely on selective-pieces of information through certain party who can guide and assist them to decide how a brand of a product can compete in the market. Choosing decision rule attributes play important roles when consumers involve in the decision role since the result of purchasing decision is determined by the attributes. Therefore, consumers evaluate the product based on important attributes. Blackwell, et. al. (2006) states that rules of strategic decision making which is adopted by the consumers to select choices of organizing consideration of alternative choices is derived from simple until complex procedure involving more effort and time. The purpose of decision rules is to diminish risk and burden in making complex decision. Rules of decision for every brand can be a base for compensation decision rules, whereas the consumers evaluate brand according to the relevant and scored attributes

that is counted for every brand. Estimated score for every brand reflects achievement and benefit as potential option (Hawkins et al, 1992;. Schiffman & Kanuk, 2007). On the other side, in selecting non-compensation rules of decision, minimum limit or level of performance which can be accepted is better to be chosen for each attribute (connected rule), or for every attribute includes in consideration set (rules of imbalance), or by level of attribute, whereas the consumers regard them important or by using elimination method (Engel et al., 1995). Attributes play important role in consumers decision making process; since, consumers assess and compare products to differentiate competitive product based on attribute. Marketer uses product attributes to differentiate between company product and competitor product as well as to develop positioning strategy according to which attribute marketer can promote one, two or three attributes to differentiate more of the product from their competitor. A product has one, two or more attributes (Segupta, 2011), and it is supported by Kotler (1991, 1996).

Kotler (2002) assumes that many attributes can cause the possibility to suffer clear position. The most important attributes (value) to consumers in purchasing certain product must be an initial point in designing product, this will result consumers' conclusion to the several product attributes (Pilditch, 1976; Berkowitz, 1987; Belch & Belch, 1995). The numbers of attributes are evaluated by consumers which is influenced by situation, knowledge, motivation and involvement (Engel et al., 1993). Price is mostly used to conclude attribute when a quality is hard to be valued or when there are various brands (Pinson & Jolibert, 1998). Purchasing decision is often regarded as a process whereas consumers evaluate alternative product to a power as the attribute (Mowen, 1993). Evaluative criteria derives from many dimensions, (Engel et al, 1993; Blackwell et al, 2001) records attributes such as reliance, safety, price, related hedonic feeling can be evaluated by consumers when they buy a real product. Another researchers also assume that intrinsic is more important than extrinsic attributes as evaluative criteria to the consumers (Forney et al, 1999; Liefeld et al, 2000). According to Schiffman & Kanuk (2007), purchasing decision is a decision as choosing an act of two or more alternatives option.

In deciding to buy a certain product, there is often two or more parties involved in the exchange or purchasing process. Decision to buy a certain product is taken by the buyers actually a group of decision numbers and each decision taken by the consumers must be evaluated by a marketer who organize the step. Overall, decision to purchase becomes main consideration by the customers in making purchasing decision. According to Swastha and Irawan (2003:118) states decision to buy has seven aspects, namely: (1) decision about kinds of product; (2) decision about form of the product; (3) decision about brand; (4) decision about the seller; (5) decision about the amount of the product; (6) decision about time to buy; (7) decision about how to pay. Akpoyomare, Adeosun, Ganiyu (2012) explains from their research that from those seven aspects can be categorized into two categories, namely intrinsic and extrinsic factors. According to the review of literatures, the researcher can draw framework of idea in picture 1.



Picture 1
Path diagram of research theoretical model

Hypothesis:

1. Marketing mix influences to AIDA model.
2. Marketing mix influences to decide to buy online product.
3. AIDA model influences to decide to buy online product.
4. Marketing mix and AIDA model influence to decide to buy online product.

RESEARCH METHOD

The researcher chooses consumers who decide to buy online product Deva Baby Online shop in Indonesia as research object and the sample of the research is ninety-seven. To decide the respondent of the research, the researcher applies accidental sampling method. In this research, the researcher uses primary data by giving questionnaire to the customers who buy online product. The researcher applies validity and reliability to test the research instrument by using forty customers. From the result of validity test, it shows that all of the item question has significance value less than 0, 05; therefore, the researcher can draw conclusion that all of question items are valid. Moreover, the result of reliability test shows that all variables have coefficient value Alpha Cronbach bigger than 0,6; therefore, instrument of questions which is used in this research are valid and dependable. The researcher uses path analysis to test submitted hypothesis; the researcher uses this analysis to know the level of influence to a causal relation which is conducted from the result of survey. Path coefficient calculation in this research uses standardized regression analysis by looking at the influence simultaneously and partially to each equation. Therefore, the researcher applies ordinary least square (OLS) method or the smallest square method counted by using SPSS software. The step of theoretical research model in this research, the researcher tries to explore the variable scientifically and relation between variable by review of literature to justify the developed theoretical model. Coefficient path calculation in this research is using standardized regression analysis by looking at the influence simultaneously and partially to each equation. Therefore, the picture of path diagram of theoretical model can be shown in the following equation:

1. Z decision making to purchase = P1 Z Marketing Mix + AIDA Model + ε..(1)
2. Z AIDA Model = P3 Marketing Mix + ε2.....(2)

DISCUSSION AND RESULT OF THE RESEARCH

Descriptive Analysis Of Research Variable

Descriptive analysis shows items distribution of marketing mix variable (X_1), AIDA Model (X_2), and purchasing decision (Y), the data is taken from the overall result of the respondents' answer by using questionnaire, in form of percentage or in average score. According to the result of research that has been tabulated, the researcher obtains the respondents' answer to item x1.1 (the product can fulfill the needs and desires of customers), most of the respondents agree (42,3%). Therefore, the overall average score of question item x1.1 is 3,88, it means that on question item x1.1 most of the respondents agree. The respondents' answer to item x1.2, about the price and price policy are reachable and acceptable by consumers, most of them agree (38,1%). The overall average score on question item x1.2 is 3,85, it means on the question item x1.2 most of the respondents agree. The respondents' answer to the item x1.3 about the place which sold the product is reachable by the customers; most of them agree (38,1%). The overall average score for the question item x1.3 is 3,91, it means that on the question item x1.3 most of the respondents agree. The respondents' answer to x1.4 about communicative promotion is useful to consumers; most of them agree (43,3%). The overall average score for the item question x1,4 is 3,89%, it means that on the item x1.4 most of the respondents agree. The respondents' answer to the item x1.5 about the people who involve giving service to the customers have competent knowledge in this field; most of them strongly agree (41,2%). The overall average score to the question item x1.5 is 3,87, it means that on the question item x1.5 most of the respondents agree. The respondents' answers to the item x1.6 about the method or ways of service process are suitable to the customer needs; most of them strongly agree (41,2%). The overall average score on the question item x1.6 is 3,77, it means question item x1.6 most of the respondents agree. The respondents' answer to the item x1.7 about physical evidence refers to experience is using the product or the product can satisfy the customers; most of them strongly agree (37,1%). The overall average score on the item x1.7 is 3,92, it means that on the question item x1.7 most of the respondents agree. The overall average score for variable X_1 is 3,87; therefore, most of the respondents agree to the variable.

Variable X2 (AIDA Model)

According to the tabulated result of research, the researcher can draw respondents' answer to the item x2.1 that communication media which provide picture and illustration can be attractive to the consumer; most of the respondents agree (37,1%). The overall average score on the question item x2.1 is 3,84; it means on the question item x2.1 most of the respondents agree. The respondents' answer to the question item x2.2 that communication media has appeal and interest to the consumer; most of the respondents answers neutral (34%). The overall average score on the question item x2.2 is 3,78; it means that most of the respondents agree. The respondents' answer to the question item x2.3 that communication media is able to attract consumers to try and buy the product; most of the respondents answer neutral (35,1%). The overall average score for the question item x2.3 is 3,71; it means that most of the respondents agree. The respondents' answer to the question item x2.4 that the action of consumers to purchase; most of the respondents answer neutral (4%). The overall average score for the question item x2.3 is 3,72; it means that most of the respondents agree. The overall average score for the variable X_2 is 3,76; it means that most of the respondents agree to the variable.

Variable Y (Purchasing Decision)

According to the tabulated result of the research, the researcher obtains the respondents' answer to item y1 that purchasing decision by considering the kinds of the product; most of the respondents agree (45,4%). The overall average score for the question item y1 is 3,75; it means that for the question item y1, most of the respondents agree. The respondents' answer to item y2 that purchasing decision by considering the form of the product; most of the respondents agree (38,1%). The overall average score for the question item y2 is 3,96; it means that for the question item y2, most of the respondents agree. The respondents' answer to item y3 that purchasing decision by considering the brand of the product; most of the respondents agree (44,3%). The overall average score for the question item y3 is 3,76; it means that for the question item y3, most of the respondents agree. The respondents' answer to item y4 that purchasing decision by considering the seller of the product; most of the respondents agree (37,1%). The overall average score for the question item y4 is 3,94; it means that for the question item y4, most of the respondents agree. The respondents' answer to item y5 that purchasing decision by considering the amount of the product; most of the respondents agree (46,4%). The overall average score for the question item y5 is 3,76; it means that for the question item y5, most of the respondents agree. The respondents' answer to item y6 that purchasing decision by considering time to buy the product; most of the respondents agree (37,1%). The overall average score for the question item y6 is 3,82; it means that for the question item y6, most of the respondents agree. The respondents' answer to item y7 that purchasing decision by considering the payment method; most of the respondents agree (37,1%). The overall average score for the question item y7 is 3,94; it means that for the question item y3, most of the respondents agree. The overall average score for the variable Y is 3,85; it means that most of the respondents agree to the variable.

PATH COEFFICIENT CALCULATION

Path coefficient calculation in this research is using standardized regression analysis by looking at the influence simultaneously and partially to each equation. The researcher applies ordinary least square method; the smallest square method that is counted by using SPSS software. Nevertheless, before applying path analysis calculation, the researcher conducts assumption test; linear and normal assumption to each model and the result is:

The Influence Of Marketing Mix (X₁) To AIDA Model (X₂)

The result of standardized regression test is shown at table 1.

Table 1. the result of path Analysis of Marketing mix (X₁) to AIDA (X₂)

Variable	Beta	t	Sig t	Information
X	0,683	9,112	0,000	Significant
R Square		=	0,466	

Source : Primary Data (processed), 2015

The conclusion of table 1 is the value of R Square shows value 0,466 or 46,6%. It means that AIDA model (X₂) is influenced 46,6% by marketing mix (X₁), while the rest 53,4% is influenced by another variable out of free variable under research. The equation of standardized regression is $Z_Y = 0,683 Z_X$.

The value of sig t shows that marketing mix variable (X₁) has significant value 0,000. Since the significant value is less than alpha 0,05, the marketing mix variable (X₁) influences significantly to the AIDA model (X₂).

The influence of marketing mix (X₁) to purchasing decision (Y) by using AIDA model (X₂) as intervening variable.

The result if standardized regression is shown at table 2:

Table 2. Result of path Analysis of Marketing mix (X₁), to Purchasing decision (Y) by using AIDA model (X₂) as intervening variable

Variable	Beta	t	Sig t	Information
X ₁	0,429	4,840	0,000	Significant
X ₂	0,419	4,718	0,000	Significant
R Square		=	0,605	

Source : Primary Data (processed), 2015

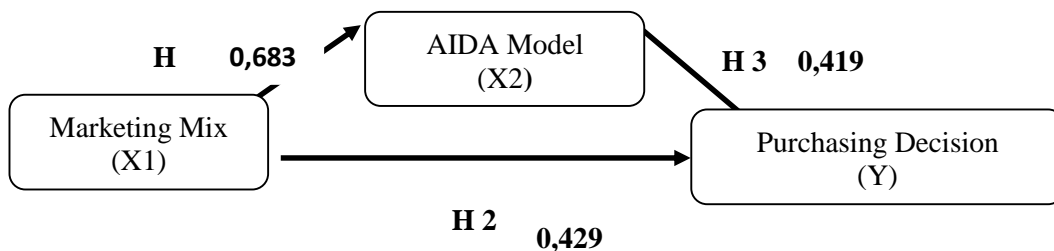
The conclusion of the table is the value of R Square shows value 0,605 or 60,5%. It means that purchasing decision (Y) is influenced 60,5% by marketing mix (X₁) and AIDA model (X₂). While the rest 29,5% is influenced by another variable out of free variable under research. The equation of standardized regression is

$$Z_Y = 0,429Z_{X_1} + 0,419Z_{X_2}$$

The significant value shows that marketing mix variable (X₁) has significant value 0,000. Since the significant value is less than alpha 0,05; therefore, marketing mix variable (X₁) influences significantly to purchasing decision (Y). AIDA model variable (X₂) has significant value 0,000. Since significant value is less than 0,05; therefore, AIDA model variable (X₂) influences significantly to purchasing decision (Y).

Path Interpretation

From those three equations, the researcher draws the overall result of path analysis in the picture 2.



Picture 2. Path Diagram of Research Theoretical Model

From the picture 2 and the explanation in the previous description, the researcher applies Goodness of fit model test by using total determination coefficient. The amount of data diversity which can be explained by model is measured by following formula:

$$R^2_m = 1 - P^2_{e1} P^2_{e2} \dots P^2_{ep}, \text{ whereas} \dots \dots \dots (3)$$

$$P^2_{e1} = 1 - R^2_1 \dots \dots \dots (4)$$

$$P^2_{e2} = 1 - R^2_2 \dots\dots\dots (5)$$

R^2_1 is *R square* for equation 1 and the value is 0,466, R^2_2 is *R square* for equation 2 and the value is 0,605:

$$P^2_{e1} = 1 - 0,466 = 0,534$$

$$P^2_{e2} = 1 - 0,605 = 0,295$$

Therefore, the amount of determination coefficient is:

$$R^2_m = 1 - (0,475 \times 0,306) = 0,843 \text{ or } 84,3\%$$

The result of calculation R^2_m indicates data diversity which can be explained by the path model and the value is 84,3% or information within the data is 84,3% can be explained by the model. While the rest of data diversity (15,7%) is explained by another variable (not available in the model).

Result of Hypothesis Test

The overall model in this research is divided into 3 direct and 1 indirect influence. Table 3 and 4 shows the result of the direct and indirect influence

Table 3 The Result Of Hypothesis Test (Direct Influence)

Independent Variable	Dependent Variable	Path	p-value	Information
Marketing mix (X ₁)	Model AIDA (X ₂)	0,683	0,000	Significant
Marketing mix (X ₁)	Purchasing decision (Y)	0,429	0,000	Significant
Model AIDA (X ₂)	Purchasing decision (Y)	0,419	0,000	Significant

source: Primary Data (processed), 2015

Table 4 The Result Of Hypothesis Test (Indirect Influence)

Independent Variable	Mediator Variable	Dependent Variable	Path	Information
Marketing Mix (X ₁)	Model AIDA (X ₂)	Purchasing decision (Y)	0,286	Significant

Source: Primary Data (processed), 2015

The indirect influence between marketing mix (X₁) to purchasing decision (Y) through AIDA model (X₂), is obtained from the multiplication result of direct influence between marketing mix (X₁) to the AIDA model (X₂) and direct influence between AIDA model (X₂) to purchasing decision (Y); therefore, the value of indirect influence 0,683 x 0,419 = 0,286. Since direct influence between marketing mix (X₁) to AIDA model (X₂) and direct model between AIDA model (X₂) to purchasing decision (Y) is significant; therefore, indirect influence between marketing mix (X₁) to purchasing decision (Y) through AIDA model (X₂) is also significant.

Table 5. Result of Hypothesis Test (Total Influence)

Free Variable	Direct Influence	Indirect Influence through AIDA Model (X2)	Total influence
Marketing mix (X ₁) to the Purchasing decision (Y)	0,429	0,286	0,429+0,286= 0,715

Source : Primary Data (processed), 2015

Berdasarkan tabel 5 dapat diketahui pengaruh total masing-masing variabel bebas terhadap variabel terikat. Pengaruh total Marketing Mix (X₁) terhadap Keputusan pembelian (Y) diperoleh dari penjumlahan pengaruh langsung antara Marketing mix (X₁) terhadap Keputusan Pembelian (Y) dengan pengaruh tidak langsung antara Marketing mix (X₁) terhadap Keputusan pembelian (Y) melalui Model AIDA (X₂), diperoleh sebesar $0,429+0,286=0,715$.

According to table 5 shows the total influence of each free variable to dependent variable. The total influence of marketing mix (X₁) to the purchasing decision (Y) is from the addition of direct influence between marketing mix (X₁) to the purchasing decision (Y); with direct influence between marketing mix (X₁) to the purchasing decision (Y) through AIDA model (X₂), the score is $0,429+0,286=0,715$.

DISCUSSION

From the result of hypothesis test shows that marketing mix influences AIDA model; it means that company which uses marketing mix shows respond of communication to the perception of customers in form of attention, interest, decision and act to buy online product. Marketing mix influences directly to the purchasing decision. This can be explained that marketing mix consists of product which can fulfill the needs and desire of customers, price, price policy. Other aspects are acceptable by the customers, transaction place is reachable, communicative promotion in providing product information, competent market player, process of service by using acceptable method and ways to the customer, physical evidence refers to the experience in using the product; these aspects influence the consumers to make decision in buying the online product. Consumers will consider attribute of product as the main portion to determine brand and give serious attention when the customers make purchasing decision (Kotler, 2000;2002). Attributes that influence the consumers option in making decision are aesthetic and symbolic value, communication functional feature, emphasizing convenience, and influencing the base of product classification. By knowing purchasing decision components well which is scored by the consumers in term of service or product; therefore, the company will work optimally as a base of source allocation (Oyatoye, 2011). When consumers have made up their mind, they have compared with the competitor product and scored the variable of marketing mix; hence, they have made choices based on the overall highest score (Hawkins & Coney, 1992; McCarthy, 1996). Other finding shows that marketing mix influences indirectly (by intervening variable of AIDA model) to the purchasing decision. AIDA model as an intervening variable is used in the marketing and advertisement, which describe possible events take place when the consumers are involved in an advertisement (Elmo.L, St, 1898). Successful seller is seller who is successful in facing potential customer by using AIDA model. Consumers cognitively experience four steps to make purchasing decision, namely, attention – a real product or service. In the sale process of product or service, a seller tries to make customers realize the product or service for the very first time by catching their attention.

Second is interest – something about the product or service which is interesting to the customers. After the seller catches the customer attention, something from the product or service must be attractive to the customers' desire. This step is important for the seller before moving to the next step. Third is desire – the customer wants to have a product or service. In this step, the seller has identified the potential area which want to buy or have the product. Fourth is action – the customers' action to obtain the product. When a customer wants to obtain the product, the seller tries to assist the customers by giving service to deliver the product. In the AIDA model shows that seller must notice each step since it will determine consumers faster in making purchasing decision to buy a product. The importance of indirect influence that is bigger than the direct influence between marketing mix with purchasing decision of online product shows that AIDA model is marketing model which has correlation to the marketing mix.

CONCLUSION

Marketing mix influences AIDA model. Respond of online product consumers to the AIDA model is determined by marketing mix which is applied by the company. Marketing mix influences directly and indirectly (AIDA model as intervening variable) to the purchasing of online product.

IMPLICATION

Company in determining marketing mix strategy in online marketing have to consider AIDA model which assists in decision-making process in purchasing online product.

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