

# Internal Stimuli Consumer Behavior Factor for Optimalization Digital Marketing Tools Used

Hidayat Rahmat and Hidayat Agus Maolana

**Abstract**—Internet growth is very rapid and significant in the world year by years. It is encouraged the growth of online sales (e-commerce), but the obstacles or barriers of the online transactions always there are, and it will appear as well as SME's that do not use the full potential of digital device (Heini Maarit Taiminen & Heikki Karjaluoto, 2015). This study aims to determine what factors most strongly affecting the behavior of consumers in using digital marketing, how the behavior of today's consumers in using digital marketing as well as the influence of internal stimuli factor in influencing consumers in using digital marketing. The method used is Confirmatory Factor Analysis with data using Amos software Application, which aims to see the stimuli which are the most internal factors shaping behavior. It shows their relationship is strong enough together on the dimensions of the internal stimuli (Motivation, Perception, Learning, Personality and Attitude). These findings are motivation as internal stimulus factors are more strongly affecting the internal stimuli factor in influencing consumer behavior in using digital marketing tools, and Internal factors stimuli can cause changes in the decision to use digital marketing tools to 15%. In other words, judgments in the optimization of the use of the digital marketing of 85% influenced by external factors

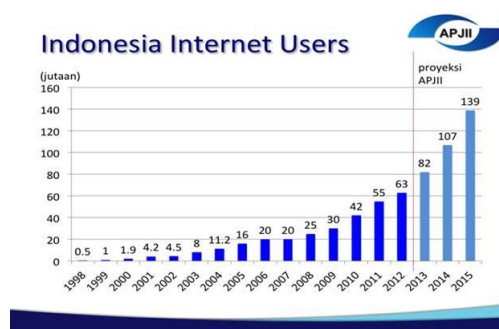
**Index Terms**—Consumer behavior, digital marketing, internal stimuli consumer behavior.

## I. INTRODUCTION

Information technology development is very rapid indeed provide positive benefits are tremendous for the world, in particular with the price of services is quite affordable for the lower classes and support smartphone prices more affordable, so the Internet is a very necessary thing for the exchange of information and so on. Research results e-marketer in November 2014 showed an increase of two to four percent annually. According to Nielsen Online Asia in 2011, Asia entered in second after Africa regarding Internet usage is 1,016,799,076. Continued from Internet research world stat on March 31, 2011, Indonesia became the 4th largest Internet users after China, India and Japan.

Internet growth is very rapid and significant in Indonesia. It can also be seen from the results of the research association of users of Internet services in Fig. 1 create many opportunities occur from the internet used growth, like digital marketing activity. Digital marketing is considered the most likely places to reach this generation [1]. One of research BPS (Badan Pusat Statistik) noted the reasons people use the

Internet's third largest after sending/receiving emails, finding news is looking for information on goods and services, continued to receive orders to make online purchases, known as E-commerce. The growth of e-commerce is driven by improvements in technology and connectivity directly to consumers is expected to increase online sales of \$ 3.56 million in 2015 to \$ 4.89 million in 2016 (source: Insideratil). Some of The highest of the transaction business online company such as Lazada, Zalora, OLX, Bukalapak, Tokopedia and others to market their goods through digital devices, or so-called digital marketing. Although e-commerce transactions growth continued from year to year, the obstacles always appeared, besides SMEs do not seem to use the full potential of the use of new digital [2], 2015). Public trust in online transactions is relevant because of the belief that basically act as a factor influencing consumer loyalty [3], But the conditions that occur when this happens is the decline in the level of public trust in online purchases because of the culture or behavior consumers who still love the traditional buying and not afraid deceit by online purchases, so it was born the payment system in place or known COD (Cash On Delivery). This is intended to keep that consumers remain satisfied, because satisfaction can affect the purchase decision [4]. Therefore the author's interest to research on internal stimulus factor analysis of consumer behavior to optimize the use of digital marketing tools (Analysis of Internal Stimuli Consumer Behavior Factor For Optimization Digital Marketing Tools Used).



Source: APJII (2013)

Fig. 1. Internet used growth In Indonesia.

## II. THEORETICAL BACKGROUND AND HYPOTHESIS

### A. Marketing

Event marketing defined as the activity in the market a product that is bought and sold by the company and addressed to the consumer. But the actual meaning of marketing is not just selling the product only, but it is also important activity to analyzing and evaluating all the needs and desires of consumers.

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Marketing also covers all the activities in the company. Definition of Marketing by Kotler and Armstrong [5] who said that:

“The process by which companies create value for customer and build strong relationship with customers to capture value from customers in return”

### B. Digital Marketing

Digital Marketing is the practice of promoting products and services using digital distribution channels via computers, mobile phones, smartphones, or other digital devices, Digital marketing is marketing which done through digital media on the Internet. According to Ridwan Sanjaya & Josh Tarin (2009: 47) [6], Digital marketing is the marketing activities including branding that uses a variety of web-based media such as blogs, web-site, e-mail, ad words, or social networking.

Aditya Firmansyah (2010: 10) [7] argues that the social networking site is a site-based service that allows users to create profiles, see the list of available users, as well as invite or accept friends to join the site. See primary social networking sites showing the user profile page, in which consists of self-identity and the user's photo.

### C. Customer Behavior

According to Sunyoto (2013: 1) [8], understanding of consumer behavior applied in several ways, and the first is to design a good marketing strategy, for example, determine when it is appropriate companies provide discounts to attract buyers. Second, consumer behavior can help decision-makers make public policy. For example, by understanding that the customer will use a lot of transport during Eid, decision makers can plan transportation ticket prices for the holidays. The third application is regarding social marketing, namely the dissemination of ideas among consumers, by understanding consumer attitudes in the face of something, a person can give ideas quickly and effectively. Based on Shih, S. P., Yu, S., & Tseng, H. C. (2015) [9] there is a positive correlation between product attribute and consumer purchase decision. Definition of consumer behavior according to Kotler and Keller (2008: 214) [10]: Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use and dispose of goods, services, ideas or experiences to satisfy their wants and needs. According to the American Marketing Association, abbreviated AMA (Sunyoto, 2013: 2) [8] defines that consumer behavior as a dynamic interaction among the effects cognition, behavior and events around us in which humans perform aspects of their lives. According to Kanuk (2010) [11] Consumer behavior is influenced by two factors: external factors and internal factors.

#### 1) External factors:

##### a. Social environment

The social environment is composed of families, Source Informal, non-commercial source of the other, social class, subculture, and culture.

##### b. Company effort

While the effort of the group is related to the marketing mix of enterprises such as product, place, and promotion

#### 2) Internal factor

Internal factors are more referring to the area of the psychology of such:

a. Motivation has its roots from the Latin word *movere*, which means the motion or the urge to move. Or can be called with a motif which defined as the power contained within the individual, which causes the person to act or do to achieve a goal. (Djaali, 2011, 101) [10].

b. Perception is the process by which people use to manage and interpretation their sensory impressions to give meaning to their environment, even though the fact of perceived result as a person could be different from objective reality (Robbins, 2006).

c. Learning According to Mills (Agus Suprijono, 2009: 45) [12] the model is an accurate representation form as the actual process that allows a person or group of people trying to act based on that model.

d. Personality word from the English language derived from the Greek - ancient *prosopon* or *persona* meaning “mask” that used in theater artists. Thus, the initial concept of understanding personality (the general public) is a behavior that appeared in the social environment - an impression about himself desired to be held by the social environment (alwisol 2009; 7) [13].

##### e. Attitude

Attitude is one of the concepts of primary interest in the science of social psychology. The attitude comes from the word “*Aptus*” which means to be healthy and ready for action/action or analogous to the state of a gladiator in an arena match that is willing to face the lion as his opponent in a fight. The attitude is physical redness which can observe.

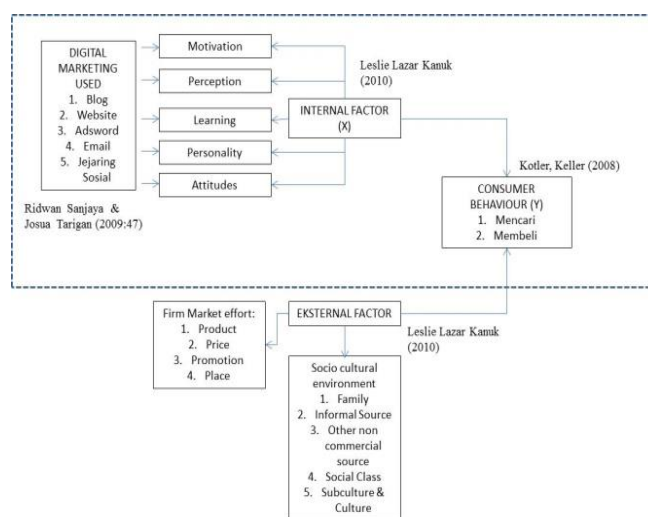


Fig. 2. Framework analysis.

In the Fig. 2 can be seen two independent variables influence the dependent variable (consumer behavior) are external factors and internal factors. Internal factors formed by motivation, perception, learning, personality and attitudes toward digital marketing or digital marketing consists of blog, website, ads word, email and social networking.

The hypothesis proposed in this study is:

1) H0 = No significant relationship between motivation, perception, learning, personality and attitude in form factors - factors internal stimuli consumers to use digital devices.

H1 = There is a significant relationship between motivation, perception, learning, personality and attitude in form factors - internal factors consumers in using digital devices.

2) H0 = No significant effect factors internal stimuli on consumer behavior in using the digital marketing.

H1 = There is a significant effect factors internal stimuli on behavior consumers to use digital device marketing.

### III. METHODOLOGY

This study describes the perception of the consumers in Bandung City on purchasing products online. The results of the answers will describe and discussed using descriptive and verification methods. Variables used in the study consisted of variable internal factors and variables in consumer behavior. The internal factors include the sub-variables: motivation, participation, learning, personality, and attitude. Data used in this study are primary data sourced from consumers based on answers to a questionnaire relating to the perception on the purchase of products through online

Analysis model utilized in this study using the general path equation expressed as follows:

$$Y = \rho_1 X_1 + \rho_2 X_2 + \rho_3 X_3 + \rho_4 X_4 \quad (1)$$

$$Z = \rho Y \quad (2)$$

The calculation results of the answers can be done by using software Amos.

### IV. HYPOTHESIS TESTING

Based on the calculation path coefficient shows the relationship dimension variable Motivation (X1), Perception (X2), Learning (X3), Personality (X4) and Attitude (X5) to variable stimuli internal and impact on purchasing decisions for consumer behavior to optimize the used of digital marketing, are as follows (see Fig. 3):

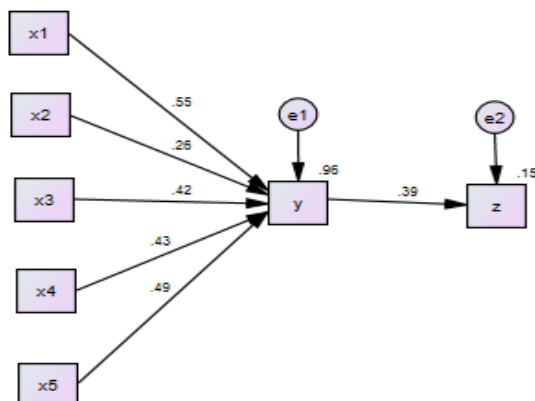


Fig. 3. Formulation research.

Path Analysis of test results (see Fig. 4).

Based on the model fit tests obtained by each value norms Fit Index (NFI), Comparative Fit Index (CFI) and the Incremental Fit Index (IFI), respectively by 0,836; 0,858 and 0,859, which is close to 0,90. It refers that the model fitness model approach (approach fit model). Furthermore, the

analysis of the relationship of each dimension or structure is permitted.

Model equation above is an example of analysis path (path analysis) which divides into two sub-structures, namely substructure I can be explained in a row both mathematically and pictures as follows:

$$Y = 0,55X_1 + 0,26X_2 + 0,42X_3 + 0,43X_4 + 0,49X_5$$

$$R = 0,98 \text{ R Square} = 0,96 \text{ 23}$$

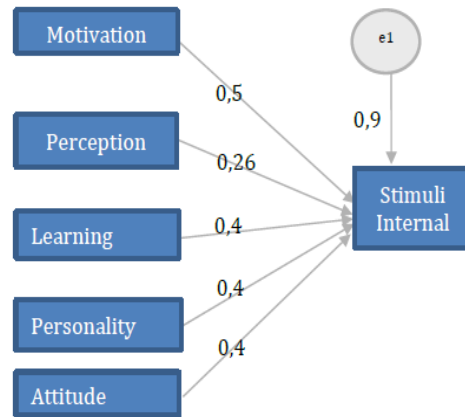


Fig. 4. Path analysis model.

The amount of Stimuli Internal Relations (Motivation Perception, Learning Personality and Attitude) For Consumer Behavior In optimizing the use of Digital Marketing (see Fig. 5).

Simultaneous calculation results obtained R 0.98 and R-square of 0.96. It shows their relationship is strong enough together on the dimensions of the internal stimuli (Motivation, Perception, Learning, Personality and Attitude) for consumer behavior to optimize the use of digital marketing. The magnitude of the effect of changes in these factors simultaneously to internal stimuli is at 96%, while the internal changes stimuli by 4% influenced by other factors change.

The test results simultaneously indicate a strong positive association and internal stimuli significant factor in consumer behavior to optimize the use of digital marketing (motivation, perception, learning, personality and attitude). While the individual (partial) each of these dimensions which have a strong, positive relationship and significant, only the Dimensions of perception which has a weak relationship.

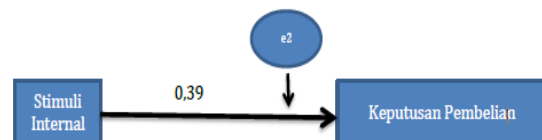


Fig. 5. Relation between stimuli to consumer behavior.

Model equations path analysis (path analysis) for the sub-structure 2, and can be described mathematically as follows:

$$Z = 0,39Y$$

$$R = 0,39 \text{ R Square} = 0,15$$

Based on the calculation results show that the relationship is strong enough internal stimuli on purchase decisions in optimizing the use of digital marketing. If there is a change of internal stimuli, it will cause a change in purchasing

decisions in the optimization of the use of digital marketing by 15%. In other words purchasing decisions in the optimization of the use of digital marketing by 85% influenced by external factors.

## V. CONCLUSION

Consumer behavior in the use of digital marketing construct by the four factors are important in shaping the internal stimuli such as Motivation, Learning, Personality and attitude, but not keen enough perception factor in developing the internal stimulation with implications for the use of digital marketing tools.

Based on the equation path analysis, the internal factor most strongly affecting the internal stimuli factor in influencing consumer behavior in using digital marketing tools is motivation, and this is because the motivation is the higher dominant to create some people to use digital marketing tools in the search for high-quality and competitive products.

Internal factors stimuli can cause changes in the decision to use digital marketing tools to 15%. In other words, judgments in the optimization of the use of the digital marketing of 85% influenced by external factors.

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