

ANALYSIS OF THE DIFFERENCE OF E-MARKETING MIX IN ONLINE STORES (STUDY ON SHOPEE AND TOKOPEDIA)

By Indah Yuni

Abstract

This study aims to analyze and find out the differences between products, prices, distribution, promotions, service personnel, processes, and physical evidence on Shopee and Tokopedia. This research method is descriptive quantitative with 100 respondents of online shop consumers Shopee and Tokopedia scattered in South Jakarta. The data analysis technique was taken through a questionnaire with descriptive data analysis techniques, then the validity and reliability tests used the Statistical Package for the Social Sciences (SPSS) version 22.00 and hypothesis testing using the chi square. The results showed that (1) There were no product differences between the Shopee and Tokopedia online stores (2) There were differences in prices at the Shopee and Tokopedia online stores (3) There were no differences in distribution at the Shopee and Tokopedia online stores (4) There were differences in promotions at the shop Online Shopee and Tokopedia (5) There are no differences in service personnel at the Shopee and Tokopedia online stores (6) There are differences in the process for the Shopee and Tokopedia online stores (7) There are differences in physical evidence in the Shopee and Tokopedia online stores.

Keywords: *E-Marketing Mix, Shopee, Tokopedia.*

ANALISIS PERBEDAAN *E-MARKETING MIX* PADA TOKO *ONLINE* (STUDI PADA SHOPEE DAN TOKOPEDIA)

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Abstrak

Penelitian ini bertujuan untuk menganalisis dan mengetahui perbedaan antara produk, harga, distribusi, promosi, personil pelayanan, proses, dan bukti fisik pada Shopee dan Tokopedia. Metode penelitian ini yaitu deskriptif kuantitatif dengan 100 responden konsumen toko *online* Shopee dan Tokopedia yang tersebar di Jakarta Selatan. Teknik analisis data diambil melalui kuesioner dengan teknik analisis data deskriptif kemudian uji validitas dan uji reliabilitas menggunakan *Statistical Package for the Social Sciences* (SPSS) versi 22.00 dan uji hipotesis menggunakan chi square. Hasil penelitian menunjukkan bahwa (1) Tidak terdapat perbedaan produk pada toko online Shopee dan Tokopedia (2) Terdapat perbedaan harga pada toko online Shopee dan Tokopedia (3) Tidak terdapat perbedaan distribusi pada toko online Shopee dan Tokopedia (4) Terdapat perbedaan promosi pada toko online Shopee dan Tokopedia (5) Tidak terdapat perbedaan personil pelayanan pada toko online Shopee dan Tokopedia (6) Terdapat perbedaan proses pada toko online Shopee dan Tokopedia (7) Terdapat perbedaan bukti fisik pada toko online Shopee dan Tokopedia.

Kata kunci: *E-marketing mix*, Shopee, Tokopedia.