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The Mediating Role of e-Marketing on the Relations among Internet and Intranet Marketing and EBBT (Exploratory Buying Behaviour Tendencies) on Small Medium Enterprises (SMEs)

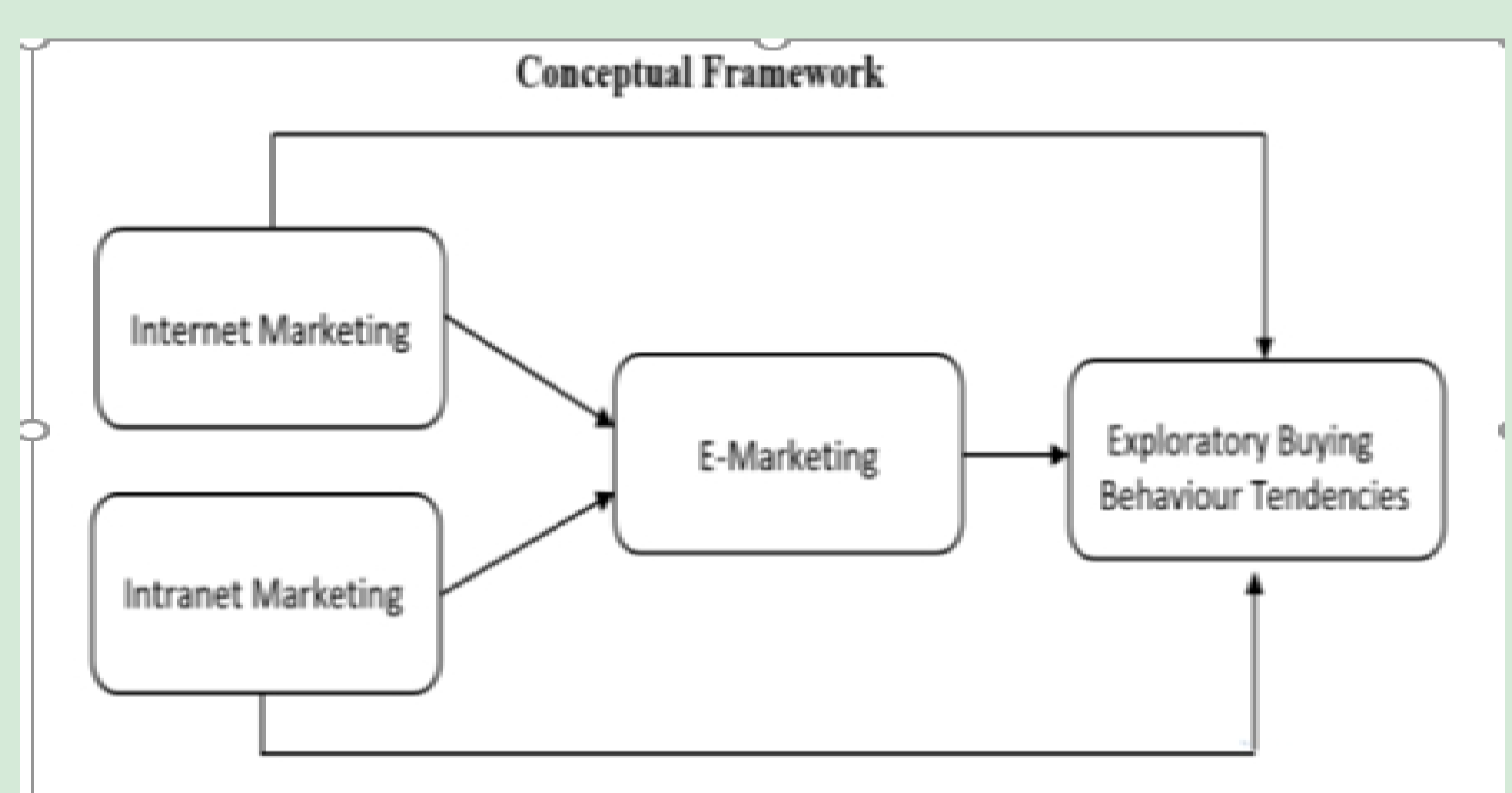
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Abstract

- Exploratory Buying Behavior Tendencies (EBBT) as a trend of exploratory buying behavior, where it begins by testing the product prior to the decision to purchase. This is difficult to be applied to online businesses. This study aims to examine the influence of internet and intranet marketing toward EBBT through e-marketing.
- From the analysis of 172 effective questionnaires to the travel services of Small and Medium Enterprises (SMEs), it was obtained that Internet marketing and e-marketing affect the exploratory buying behavior tendencies, both directly and indirectly. Meanwhile, Intranet marketing does not have a direct effect on exploratory buying behavior tendencies, but in moderation by e-marketing.
- Keywords: E-marketing, Buying Behavior, Internet based promotion, e-adoption, Internet marketing, Intranet Marketing, SMEs
- The emergence of wireless networks and the enormous diffusion of technology dramatically changed human life towards the latest technological means. The widespread application of electronic or e-adoption among consumers creates new opportunities for companies to communicate product information rapidly and effectively (Persaud and Azhar, 2012, Zahid et al., 2018). Currently, companies cannot ignore that the application of technology in business operations is required to survive from the global competition (Ho et al., 2011).
- The growth of informatics has an impact on the utilization of e-marketing in people's lives (Rondan-Catalufia et al., 2015). Some researchers have conducted empirical assessments on distinctive internet-based promotion media, such as intranet marketing (Neill and Richard, 2012), and internet marketing (Mathews et al., 2016). In the consumer perspective, the influence of e-marketing toward Exploratory Buying Behavior Tendencies (EBBT) has not been well researched.
- EBBT (exploratory buying behavior tendencies) is an exploratory tendency to buying behavior, namely buying behavior that begins by testing the product prior to the decision to purchase.
- EBBT (exploratory buying behavior tendencies) is an exploratory tendency to buying behavior, namely buying behavior that begins by testing the product prior to the decision to purchase. Meanwhile, purchasing by using electronics is difficult to analyse products (Zahid et al., 2018). So that in marketing the product, it is essential to consider the usage of e-marketing (Abdul & Yang, 2018).
- This study aims to examine the influence of internet and intranet marketing on EBBT or the tendency of exploratory buying behavior through e-marketing which is viewed from B2C or Business to Customer perspective on small and medium scale travel services companies.

Hyphoteses Development

- H1 : internet marketing has a positive effect toward exploratory buying behavior tendencies
- H2 : intranet marketing has a positive effect toward exploratory buying behavior tendencies
- H3 : internet marketing has a positive influence toward exploratory buying behavior tendencies through e-marketing
- H4 : intranet marketing has a positive influence toward exploratory buying behavior tendencies through e-marketing
- H5 : e-marketing has a positive effect toward exploratory buying behavior tendencies



Testing Results of Direct Influence

Hypothesis	Coefficient	P-Value	Decision
H ₁ : Internet marketing has a positive effect toward exploratory buying behavior tendencies	0.391	0,000	H ₁ Supported
H ₂ : Intranet marketing has a positive effect toward exploratory buying behavior tendencies	-0.133	0,001	H ₂ Unsupported
H ₅ : E-marketing has a positive effect toward exploratory buying behavior tendencies	0.402	0,000	H ₅ Supported

Validity and Reliability Test Results

Statement	Average Correlation	Cronbach's Alpha
Internet Marketing		0,764
Online advertising has motivated me to execute purchase	0,603	
Internet marketing has facilitated me after purchasing product or services	0,685	
Internet marketing has facilitated me in searching for the product or service	0,701	
Internet marketing has supported me in relation to the promotional product or services	0,753	
E-Marketing		0,614
Information such as those published through internet marketing has stimulated tendency to execute purchase	0,620	
Internet marketing has motivated me to interact with people to exchange information (information sharing)	0,604	
Internet marketing has decided my behavior in searching for a product or service needed by the company	0,675	
Online information on the world wide web has led me to make transactions	0,561	
Intranet Marketing		0,678
Internet marketing has stimulated my behavior to buy a product or service	0,743	
Internet marketing has stimulated my behavior which is explorative in buying product or service	0,687	
Website already used through search engines	0,666	
The website clearly displays company images and information about service/products	0,701	
The website makes it easy for customers to contact a company through various applications	0,704	
Text on the website is good enough to understand the procedures	0,602	
The website provides sufficient links to go to other websites related to the company	0,556	
Exploratory Buying Behavior Tendencies (EBBT)		0,794
I usually tend to buy the same product even though there are numerous types of products	0,505	
My intention in buying products or services is not just trying	0,677	
I really like the products that I use today and are not interested in trying other products	0,342	
I am an easy-going person to try new products	0,665	
My decision is sometimes unreasonable by my products that are not too well known	0,600	
I do not want to try a product whose quality is not confirmed	0,575	
I always buy products at the online shop when I usually buy them	0,631	
I am one of those who don't really believe when hear a product explanation from someone else	0,567	
I have never bought a product just because of curiosity	0,336	
Usually I always consider products before I decide to buy	0,609	
Sometimes I only read advertisements just to satisfy my curiosity	0,558	

Testing Results of Indirect Effect

	Intranet Marketing	Intranet Marketing	E-marketing	EBBT
E-marketing	.000	.000	.000	.000
EBBT	.186	-.023	.000	.000

Test Results of the Influence of Internet and Intranet Marketing toward EBBT through E-Marketing

		Estimation	S.E.	C.R.	P	Label
EBBT	<---	Internet Marketing	.445	.256	1.815	***
EBBT	<---	Intranet Marketing	-.022	-.045	-1.475	.001

H3 accepted ; H4 accepted

Implication And Future Research

- From testing of the hypothesis, it shows that internet marketing directly affects EBBT and indirectly through e-marketing, and e-marketing directly affects EBBT. The results of this study are in accordance with the previous research (Abdul and Jianhua, 2018) that have been performed that internet usage in marketing activities is used as a form of information sharing. The company shares information about products to be marketed through internet technology. The ease and low cost turn out to be the main choice for companies to switch from conventional marketing to internet marketing. As for intranet marketing, it is proven that it does not have direct or direct influence toward EBBT. The application of intranet marketing to small companies and moderate company scale do not affect EBBT. So that the application of intranet in the company is only limited to the usage in the interests of the company and its employees and not related with the passengers. Sharing information regarding financial reports, ticket sales reports, driver absences, and passenger data that can only be identified in secrecy by the company by connecting a network, namely the intranet.
- For further research, e-loyalty should be added (Joonhyeong et al., 2018), by considering customer loyalty especially the loyalty attached to online business.

Structural Model

