

Influence of Internet Marketing on Concert Ticket Purchasing

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Abstract. The objective of the research is to analyze the advantages of internet marketing on concert ticket purchasing on the website. The method used in this research is an associative method that aims to determine the influence or relationship between two or more variables. The research tested the variables using reliability and validity test. Reliability test was performed to determine whether the questionnaire used is reliable or not, while the validity test was to determine whether the questionnaire used is valid or not. The result shows that the use of internet marketing is effective enough to attract large quantities of buyers because it becomes easier for the buyers to buy a concert ticket without going to the ticket locket.

1. Introduction

Internet Marketing is a way to show that using the internet positively can help the company's export activities from developed markets, because the ability of Internet marketing can have a positive effect on the availability of export information, which further affects the development of business network linkages and export market growth [1]. This is also due to the increasing ability of Internet marketing to participate in improving the company's ability to generate other internal capabilities within the company, thus having a positive impact on the growth of the company's international market. One of the benefits to grow the company in the international market, the reduction of information uncertainty and capacity building to develop international network capabilities [2]. According to Mathews et al all strategic Internet Marketing becomes a very important thing, because it can provide new insights and strategies that are very effective in marketing the company's products and cost much more sparingly, and can expand one's business [3].

This research is supported by Mittal and Mohan who explained that Internet Marketing is the same as the process to promote the brand, product, or service via internet. However, the scope is broader including email marketing, electronic customer relationship management, and any promotional activities carried out through wireless media, combining the technical and creative aspects of the World Wide Web such as advertising, design, development and sales [4]. The importance of internet marketing strategy makes digital marketing a contemporary aspect of marketing, by leveraging technological advances, consumers have become smarter in using technology and smart phones, thus making them have easy access to the internet. For marketers, digital marketing is the way of electronic communication to support goods and services to market. Therefore, marketers begin to use digital marketing to provide information about their products, services, and ideas to consumers, and ultimately to attract customers and enable them to understand the features of the brands offered through digital media [5].



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The importance of adopting an internet marketing strategy is supported by Xu et al's through their research which said that with the high volume and speed of information and knowledge from various stakeholders in the digital economy, can help companies to build strategies by combining knowledge of both marketing domains and big data. This study shows that knowledge has the benefit to increase the success of new products cannot run alone, so it takes a strategic choice to get the benefits [6]. In addition, Sahney explain about online marketing strategy in India, with the technique of applying quality function to identify the determinants of success in online retailing found that an integrated framework of the critical success factors will enable a better understanding of the needs customers and help marketers while building, managing, and evaluating online marketing strategies in India [7].

Finally, based on Clark's research on consumer opinion on business success found that 40% of consumers trust online reviews more than any other source when going to buy a product [8]. However, based on research conducted by Aswani et al, the benefits or advantages derived from the use of digital marketing are highly dependent on the skills of service providers, because the inability of service providers to digitally digitize can be detrimental to customers, such as agency problems, coordination costs, loss of value non-contractual and the cost of fit may affect long-term benefits [9]. And based on research conducted by Ali and Allan shows there is a positive influence of Integrated Marketing Communications on internet-based marketing with variables (message communication, direct marketing, public relations, and mass media marketing) while for variables (promotion and online marketing) has no effect on internet-based marketing [10].

Based on the explanation and research that has been done before, there is no explain about the relationship between internet marketing utilization variables and the ease variable in purchasing concert tickets. So this research is done with purpose to know influence or relation between two or more variable, by using variable test and reliability function test, so found point of regression analysis there is significant relation between internet marketing and ease of purchase in YES24 website.

2. Method

The method used is by associative method, which aims to determine the influence or relationship between the variables studied. The relevance studied is about the effect of internet marketing utilization on the ease of purchasing concert tickets at YES24. This study used quantitative data that is the data of respondents to the questionnaire given and the number of respondent's samples. Qualitative data is data that is not a number and cannot be calculated. As well as using primary sources whose data are obtained directly from respondents. Methods of data collection is done by giving questionnaires or a list of written questions to respondents directly to them or online to get answers and statements required by using validity test and correlation in analyzing data that have been obtained (Table 1).

Table 1. Operational Research Variables

No	Variable	Concept	Indicator
1	Internet Marketing (X)	using internet marketing to attract buyers	1. Easily getting the information about product 2. Trusting internet marketing from online shop
2	Easily Purchasing (Y)	buyers believe that system technology can be used easily and free from problems	1. Easily access 2. User Friendly 3. Time efficiency

3. Results and Discussion

3.1. Reliability

In order to know the reliability between variables then the data is analyzed with the reliability coefficient > 0.60 then the whole statement is declared reliable. So based on the above output it is said that the questionnaire is reliable $0.683 > 0.60$ (Table 2).

Table 2. The result of reliability test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,683	,691	21

Based on the following table r , can be seen with $\alpha = 1\%$ (two way), $df = db = n-2 = 100-2 = 98$ then r table = 0.2565. From the result at the output of spss above, then all data over or above 0.2565 means valid. So this questionnaire can be said to be valid because the data number > 0.2565 more than the number < 0.2565 . Can be seen from the results above, the red is data that results < 0.2565 which amounts to 9 data. And the result data > 0.2565 amounted to 12 data. So this questionnaire is valid because the data is > 0.2565 more than the data < 0.2565 (Table 3).

3.2. Regression

In the regression analysis, hypothesis analysis, regression equation, and probability based requirements were performed.

3.2.1. Hipotesis

- H_0 = internet marketing with ease of purchase is not significant
- H_1 = internet marketing with significant purchase convenience

3.2.2. Regression Equation

$$Y = a + bX$$

$$Y = 6,730 + 0,069X$$

Where:

X = Internet Marketing (Independent)

Y = Ease of purchase (Dependent)

3.2.3. Terms based on probability

- If the probability $> 0,01$ then H_0 Accepted
- If the probability $< 0,01$ then H_0 Unaccepted
Decision making: $0.007 < 0.01$ then H_0 is rejected

Consider that in the significant column is 0.007 or below 0.01 then H_0 is rejected or the regression coefficient is significant, in other words the internet marketing variable significantly influence the ease of purchase (Table 4).

Table 3. Table of r

Df = (N-2)	Significant level for one way test				
	0.05	0.025	0.01	0.005	0.0005
	Significant level for two way test				
	0.1	0.05	0.02	0.01	0.001
51	0.2284	0.2706	0.3188	0.3509	0.4393
52	0.2262	0.2681	0.3158	0.3477	0.4354
53	0.2241	0.2656	0.3129	0.3445	0.4317
54	0.2221	0.2632	0.3102	0.3415	0.4280
55	0.2201	0.2609	0.3074	0.3385	0.4244
56	0.2181	0.2586	0.3048	0.3357	0.4210
57	0.2162	0.2564	0.3022	0.3328	0.4176
58	0.2144	0.2542	0.2997	0.3301	0.4143
59	0.2126	0.2521	0.2972	0.3274	0.4110
60	0.2108	0.2500	0.2948	0.3248	0.4079
61	0.2091	0.2480	0.2925	0.3223	0.4048
62	0.2075	0.2461	0.2902	0.3198	0.4018
63	0.2058	0.2441	0.2880	0.3173	0.3988
64	0.2042	0.2423	0.2858	0.3150	0.3959
65	0.2027	0.2404	0.2837	0.3126	0.3931
66	0.2012	0.2387	0.2816	0.3104	0.3903
67	0.1997	0.2369	0.2796	0.3081	0.3876
68	0.1982	0.2352	0.2776	0.3060	0.3850
69	0.1968	0.2335	0.2756	0.3038	0.3823
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568
81	0.1818	0.2159	0.2550	0.2813	0.3547
82	0.1807	0.2146	0.2535	0.2796	0.3527
83	0.1796	0.2133	0.2520	0.2780	0.3507
84	0.1786	0.2120	0.2505	0.2764	0.3487
85	0.1775	0.2108	0.2491	0.2748	0.3468
86	0.1765	0.2096	0.2477	0.2732	0.3449
87	0.1755	0.2084	0.2463	0.2717	0.3430
88	0.1745	0.2072	0.2449	0.2717	0.3412
89	0.1735	0.2061	0.2435	0.2687	0.3393
90	0.1726	0.2050	0.2422	0.2673	0.3375
91	0.1716	0.2039	0.2409	0.2659	0.3358
92	0.1716	0.2028	0.2396	0.2645	0.3341
93	0.1698	0.2017	0.2384	0.2631	0.3323
94	0.1689	0.2006	0.2371	0.2617	0.3307
95	0.1680	0.1996	0.2359	0.2604	0.3290
96	0.1671	0.1986	0.2347	0.2591	0.3274
97	0.1663	0.1975	0.2335	0.2578	0.3258
98	0.1654	0.1966	0.2324	0.2565	0.3242
99	0.1646	0.1956	0.2312	0.2552	0.3226
100	0.1638	0.1946	0.2301	0.2540	0.3211

Table 4. Result of regression test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	6,730	1,533	4,391	,000
	Total X	,069	,025	,269	,007

a. Dependent Variable: Total Y

3.3. Correlation

To know the correlation of variables x and y variables, it can be seen from some of the following provisions (Table 5).

- 0 : There is no correlation between the Variables
- >0 - 0.25 : Correlation is very weak
- >0.25 - 0.5 : Correlation is good enough
- >0.5 – 0.75 : Correlation is strong
- >0.75 - 0.99 : Correlation is very strong
- 1 : Correlation is perfect

Table 5. Correlation test result

		TotalX	TotalY
TotalX	Pearson Correlation	1	,269**
	Sig. (2-tailed)		,007
	N	100	100
TotalY	Pearson Correlation	,269**	1
	Sig. (2-tailed)	,007	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

3.4. Result of the analysis

The number of influence of Internet Marketing with ease of purchase number is 0,269. The number shows that the correlation between the two is sufficient based on Sarwono criteria. The sign (+) shows that the correlation between the influence of Internet Marketing with ease of purchase direction so that if Internet Marketing is done then in purchasing the ticket will be made easier.

The basic decision-making is if the probability is > 0.01, then H₀ is accepted, and if the probability is < 0.01, then H₀ is rejected, with the following hypothesis:

H₀: there is no influence between internet marketing relationships with ease of purchase

H₁: there is influence between internet marketing relationships with ease of purchase

Then found the results of the analysis that is the relationship between the influence of internet marketing with ease of purchase, due to the significant value of 0.007 < 0.01 then H₀ rejected.

4. Conclusion

Internet marketing is quite influential on ease of purchase on YES24 website. This is evidenced by the correlation test that produces the number 0.269. The number shows that the correlation between the two is sufficient based on Sarwono criteria. Sign (+) shows that the correlation between the influences of Internet Marketing with ease of purchase direction so that if Internet Marketing is done then in purchasing tickets will be easier. Regression analysis shows there is a significant relationship between internet marketing and ease of purchase on YES24 website. This is evidenced by the numbers in the significant column is 0.007 or below 0.01 so H₀ rejected or significant regression coefficient, in other words internet marketing variables significantly influence the ease of purchase.

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