

Analysis Effectiveness Sale Using E-Commerce in the Digital Age: A Case Study on Generation Millennials

Rahmat Prayoga^{1*}, Indra Sani², Nurwijayanti KN³, Wenny Desty Febrian⁴, Ade Suhara⁵

Institut Bisnis dan Komunikasi Swadaya Jakarta¹, ITB Asia Malang², Universitas Dirgantara Marsekal Suryadarma³, Universitas Dian Nusantara⁴, Universitas Buana Perjuangan Karawang⁵
prayogosemm@gmail.com¹, Indrasani77@edu.com², nurwijayanti_kn@yahoo.com³, wenny.desty.febrian@undira.ac.id⁴, ade.suhara@ubpkarawang.ac.id⁵
Corresponding Author : prayogosemm@gmail.com

ARTICLE INFO

Article history

Received
Revised
Accepted

Keywords

Effectiveness Sales,
Digital Marketing,
E-Commerce Platform,
Lead Generation Millennials.

ABSTRACT

The purpose of study This For analyze How the use of e-commerce can increase effectiveness sale to generation millennials in the digital age. With focus on two variables independent main , namely e-commerce platforms and digital marketing strategies, research This will to study How factors the influence variable dependent , namely effectiveness sales. Data collection methods used in study This is methodology survey. Author use approach study quantitative , especially cross-sectional models, based on developmental models or growth . Approach This aiming For collect comprehensive data with fast and descriptive development individual from time to time . The target population consists of from 500 students from various campus private sector in Jakarta, with group target specific is 120 students from several programs on campus this . Size sample of 120 students chosen using total sampling, where the size sample The same with size target population. From the hypothesis First until third results calculations assisted by SemPLS that There is influence significant and positive , then Success in leveraging e- commerce platforms and digital marketing strategies depends on a deep understanding of market and consumer dynamics, as well as the ability to adapt and optimize strategies according to platform characteristics and desired business goals . Considering the characteristics and preferences of the millennial generation who focus on technology, user experience, and trust, it is important for businesses and e- commerce platforms to continue to develop relevant and sustainable strategies. This will not only allow for increased sales conversions and brand awareness, but also to maintain customer loyalty in an increasingly competitive and dynamic market.

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1. Introduction

The e-commerce platform provides infrastructure that enables company For sell product online . Millennials , as user e-commerce major , expects experience easy , fast and affordable shopping accessed through mobile devices . Therefore that , choosing the right platform and optimization the existing features are very important . Shopee and Tokopedia, for example , have invest big in development their mobile application For ensure experience smooth and engaging user . An

effective digital marketing strategy is also very important in interesting attention and interest millennials (Munsch, 2021) . Campaign targeted advertising on social media like Instagram and TikTok can reach audience more millennials wider and more relevant . In addition , collaboration with influencers who have a strong follower base can increase trust and interest to product (Pittman and Abell, 2021) . Optimization machine search engine optimization (SEO) and content relevant marketing also plays a role important in increase visibility products on e-commerce platforms (Mladenović *et al.* , 2023) .

So the existing phenomenon moment this is in the generation millennials with existence the development of e-commerce has be one of trend the biggest in the business world moment this , especially among generation millennials . Generation millennials , who were born between 1981 and 1996, were group demographic the largest using digital technology in life daily they . They known adaptive to technology new , tend to depend on mobile devices , and is very active on social media . According to report from We Are Social and Hootsuite in 2023, internet users in Indonesia will reach more of 202 million , with part big from they is millennials who routinely use the internet for online shopping . Generation Millennials in Indonesia are very influential growth of e-commerce. A survey by JakPat in 2022 showed that about 80% of millennials do online purchases at least very in a month . E-commerce platforms such as Tokopedia, Shopee, and Lazada have become choice main them . Based on data from iPrice Group in 2023, Shopee becomes the most popular e-commerce platform visited in Indonesia, with more from 197 million visit monthly , followed by Tokopedia with 147 million visits . Factors like convenience usage , various choice products , as well as various promotions and discounts offered by these platforms , make e-commerce increasingly popular . popular among millennials (Kennedy *et al.* , 2022) . In addition , the generation This tend look for online reviews and recommendations before do purchase , show How importance experience users and digital marketing strategies in influence decision purchase they (Rosário and Raimundo, 2021) .

According to (Laudon and Traver, 2021) E-commerce platforms are A system device software that allows business For do transaction sell buy product or service online . This platform provide various Supporting tools and features online store operations , including management product , system payment , management inventory , shipping , and service customer . E-commerce platforms are digital infrastructure that provides ability for individuals and businesses For sell product or service online to customer (Kartajaya, Kotler and Hooi, 2019) .

Study the underlying previous from variables used Where state Effect moderation positive from afraid pandemic to connection between PEEP (Perception) Effectiveness Perceived Environment) , benefits economy , and sustainable consumption explored in study This . Contribution study This is with to study How benefit economy mediate connection between PEEP and sustainable consumption , which depends on the level pandemic fears (Tran, 2021) . Other research results state that community e-commerce platforms should adopting friendly and sustainable marketing strategies Because service area limitations or capacity . Community e-commerce platform more succeed in interesting attention and interest customer from aspect effectiveness marketing (Jun *et al.* , 2021) . Sale product false with use signal fraud can increase performance sale moment this , however will cause decline performance term long as as a result . In addition , from corner view mechanism determination price , paper This analyze mechanism incentive seller product false the (Wu *et al.* , 2020) .

Digital marketing strategy refers to a plan comprehensive and actions used by businesses For utilise digital channels such as websites, social media platforms , search engines search , email, and mobile applications for connected with their target audience , promoting product or services , as well as reach objective marketing they (Ryan, 2016) . Another definition also states from (Chaffey and Ellis-Chadwick, 2019) Digital marketing strategy is a series designed steps and plans For utilise digital technology and online platforms for reach objective marketing A organization or business . This strategy aiming For increase visibility brand , interesting attention target audience , building connection with consumers , and increase conversion sale .

Research result stating a strategy that is consistent proven effective in attract and retain customers , as well as influence satisfaction and acquisition customers . This is very important. for MSMEs to guard strong online presence through social media platforms (Santos *et al.* , 2022; GARCÍA-MENDOZA, 2023) . Email marketing has found own connection significant positive with growth sales , so that be an effective strategy for MSMEs to interact with customers and promote

product they (Castro, Jr. and Bautista, 2024) . So the hypothesis offered as following main parameters that need to be controlled by a company For evaluate effectiveness alternative online channels in a way comparative , including recommendation For cost maximum per click that should be paid company For get benefit from marketing machine seeker as much as they get from e-commerce platforms (Angeloni and Rossi, 2021) . The results of the study show that digital platforms have impact positive to culture innovation and IP. That IC acts as factor mediation between digital platforms and IP. In addition , digital platforms enhance IP when combined with ability e-commerce marketing . SMEs adopt perspective motivation self and must evaluate performance innovation they in accordance with That (Khattak, 2022) . The importance of digital marketing , online trust and management connection Customer (CRM) in influence intention online purchases of e-commerce consumers in Banda Aceh, Aceh Province , Indonesia are emphasized by the study This . This study confirm that CRM plays a role as a mediator in connection between variables studied and intentions e-commerce consumer online purchases .

Implementation tactics digital marketing impact positive on performance business international . Among orientation strategically studied , the foreign market orientation is most closely related with use tactics digital marketing . Interestingly , the orientation growth only profitable for e- retailers in developed e-commerce markets , while orientation customer own impact negative on e- retailers in the growing e-commerce market developing . Difference between e-retailers in developed and emerging e-commerce markets This significant and underlining that the market is not may viewed uniform or can generalized (Goldman *et al.* , 2021) . Attractiveness customer to the e-commerce website from various perspective (cross countries, types) company , evolution) and in general empirical investigate How activity marketing competitor influence company focus . Using autoregression model vector applied to e-commerce data materials food in the US, UK and France , we observed difference between American and European companies in composition technique digital marketing and its existence effect interactions across the board company (Ponzoa and Erdmann, 2021) . Hypothesis For variable This as following :

No without problem with existence convenience for generation millennials This Where the popularity of e-commerce among millennials Keep going increased , there is a number of problems faced by the company in reach and maintain customer from group This (Li, Ul Haq and Hussain, 2022) . Fierce competition between e-commerce platforms create company must Keep going innovate For interesting attention millennials . Other issues include low level loyalty customers and reliance on discounts and promotions For push sales , which can reduce profit margins (Gu *et al.* , 2022) . E-commerce platforms play role important in effectiveness sale to generation millennials . Each platform has different features and strategies in interesting users (Lin and Bowman, 2022) . Tokopedia and Shopee, for example , offer various feature such as flash sales, free shipping, and attractive cashback for millennials . Variables This covers choice of platform used , features offered , and attractive user interface.

Digital marketing strategies include various technique like social media advertising , influencer marketing, SEO, and marketing content . Millennials are highly influenced by the content they consume . see on social media (Štrbová and Boldišová, 2021) . For example , a campaign involving influencers on Instagram or TikTok can in a way significant increase awareness and interest to products . In addition , personalized email marketing and the use of analytical data For target advertising is also part important of this strategy . Effectiveness sale measured through sales volume , turnover sales , level conversion , and loyalty customer (Thomas, Chen and Iacobucci, 2022) . For the generation millennials , effectiveness sales can also measured through metric addition such as engagement rate on social media and level repetition purchase (Munsch, 2021) .

Although There is Lots research that examines the influence of e-commerce on sale in a way general , research specifically focused on effectiveness e-commerce sales among generation millennials Still limited that is Lots study to study behavior consumer in a way general in e-commerce, but few focus on the generation millennials as group specific demographics (Alfanur and Kadono, 2022) . Research This important Because millennials own different characteristics and preferences in online shopping compared with generation others , Existing research often not compare effectiveness various e-commerce platforms such as Tokopedia, Shopee, and Lazada in context millennials (Koul, Ambekar and Hudnurkar, 2020; Ho *et al.* , 2022) . Study This expected can fill the existing gap with give more insight specific about how e-commerce platforms and digital marketing strategies can optimized For increase effectiveness sales among millennials . With use

holistic and data - driven approach , studies This will give contribution significant to e-commerce and digital marketing literature.

Updates in study This from the existing gap so Study This fill in emptiness with analyze behavior and preferences consumer millennials in e-commerce context , providing more insight specific compared to studies general about consumers , comparing effectiveness of platforms such as Tokopedia, Shopee, and Lazada, research This identify Features and Functions the most effective platform in attract and retain customer millennials . Research This evaluate various digital marketing strategies designed special For reach millennials , such as social media marketing and collaboration with influencers, providing recommendation concrete For optimize effort marketing . Done in Indonesian market context , research This offer outlook special important for business local , catch nuance relevant culture and economy For dynamics of e-commerce in Indonesia. Research This aiming For analyze How the use of e-commerce can increase effectiveness sale to generation millennials in the digital age. With focus on two variables independent main , namely e-commerce platforms and digital marketing strategies, research This will to study How factors the influence variable dependent , namely effectiveness sale.

2. Method

Data collection methods used in study This is methodology survey Author use approach study quantitative, especially cross-sectional models, based on developmental models or growth. Approach This aiming For collect comprehensive data with fast and descriptive development individual from time to time. The target population consists of from 500 students from various campus private sector in Jakarta, with group target specific is 120 students from several programs on campus this. Size sample of 120 students chosen using total sampling, where the size sample The same with size target population.

Criteria inclusion For sample is: (1) willingness Respondent For participate in research , (2) students from various programs in several campus in Jakarta, aged between 18 years until with 22 years . The data analysis technique used is Structural Equation Modeling (SEM) with use method SmartPLS . SEM integrates econometrics For analysis equality simultaneous focusing on prediction and psychometrics For describe latent variables measured in a way No direct based on manifest variable.

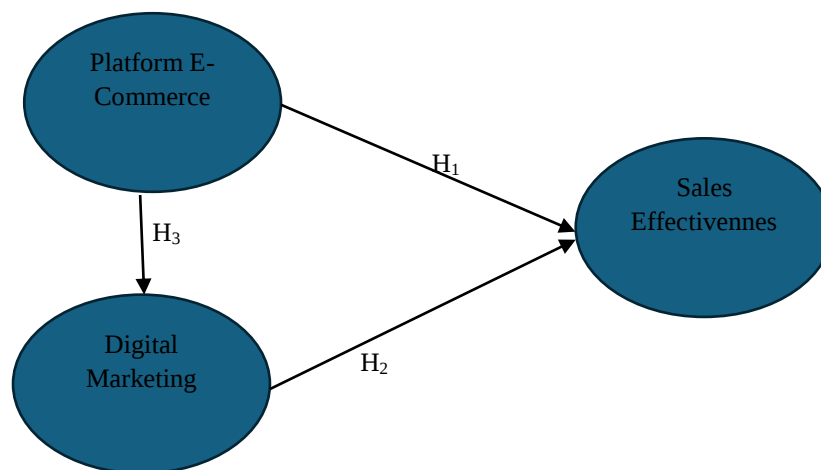


Figure 1. Framework Think Study

3. Results and Discussion

As Respondent is student from three campus with different study programs Faith range 18 years old until with 22 years , distribution questionnaire done online with assisted by google form. Answer with target results in accordance hope got 120 answers back to team researcher For Next respondent

data processed with help SmartPLS series . Then the results obtained from SmartPLS Output For factor loading give results , where the factor value loading has fulfil requirements , namely mark factor loading more big from 0.5. Indicator reflective considered valid if own factor loading above 0.5 on the construct in question based on content substantive with see significance weight ($t = 1.96$). Factor value loading variable Leadership , variable culture organization , and variables performance own mark factor more loading tall compared to with factor loading construct other Because mark based on evaluation validity discriminant more big from 0.5. With Thus , according to table , can seen that mark correlation indicator with each construct is more big than mark correlation between indicators and constructs others , so that all indicator can declared valid.

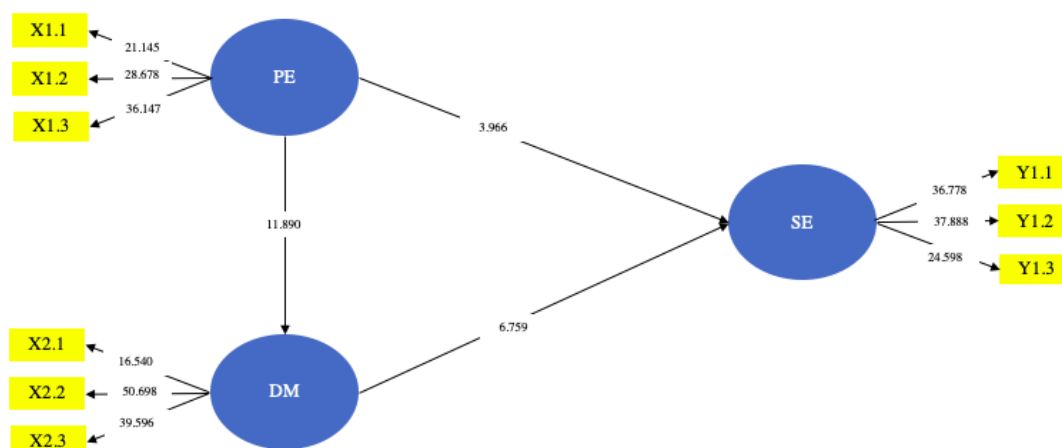


Figure 1. Output SmartPLS (T-Statistic)

Figure 3 shows that the T-statistic value reflected in most variables is > 1.96 , indicating that the indicator block has a positive and significant influence on the reflection of the variables. The inner model (also called the structural model) can be evaluated by looking at the R Square Value Test , T-Statistic Hypothesis Test, direct and indirect variable influences, and Predictive Relevance (Q Square Value). Based on the output , the R square value for digital marketing is 0.656, which means that 65.6% of the variance in sales effectiveness can be explained by changes in the e- commerce platform and digital marketing variables. While the R square value for digital marketing is 0.412, which means that 41.2% of the digital marketing variance can be explained by changes in the e-commerce platform variables .

It can be seen that there are three relationship variables with t-statistic values greater than 1.96, namely the digital marketing variable on sales effectiveness (3.966), the e- commerce platform variable on sales effectiveness (3.961), and the e- commerce platform variable on digital marketing (11.890), so that H_0 is rejected and H_1 is accepted. This means that the three patterns of variable relationships have a partial and significant positive effect, because the T-statistic value is greater than 1.96 so that it is significant at $\alpha = 5\%$. The three T-statistic values are much greater than the critical value of 1.96. Furthermore, based on the relationship patterns between variables explained in the conceptual framework, there are direct and indirect relationships. Below is a table of direct and indirect relationships.

Table 1. Percentage of Influence Between Variables on Performance Variables in the Model

Source	LV correlation	DirectRho	IndirectRho	Total	Direct %	Indirect %	Total %
E-Commerce Platform	0.690	0.336	0.335	0.691	23.1%	9.5%	52.0%
Digital Marketing	0.768	0.553	0	0.553	42.5%	0%	42.5%
Total					65.6%	9.5%	75.1%

Source: Adapted from SmartPLS 3.0 report, 2024

Table 1 shows that digital marketing has a direct and indirect effect on performance. The test results on the coefficient parameters between digital marketing and sales effectiveness show that there is a direct effect of 42.5%, while for the indirect effect of leadership on performance there is no effect or a value of 0%. Likewise, the e-commerce platform variable shows a direct and indirect effect on effectiveness. sales . Test results on the coefficient parameters between e-commerce platforms on effectiveness sale shows a direct influence of 23.1%, while the indirect influence of the e-commerce platform on the effectiveness of sales through digital marketing are obtained by multiplying the spur coefficient (E-Commerce Platform) $\rightarrow$ Sales Effectiveness) with path coefficient (Digital Marketing) $\rightarrow$ Sales Effectiveness) of 9.5%.

So the value of each direct influence of *the independent latent variables* together shows conformity with the R Square Value or in other words, this states that the digital marketing and e-commerce platform variables are able to explain the effectiveness variable. sales of (42.5% + 23.1%) = 65.6%. The mathematical equation of the effectiveness variable sale are as follows :

$$\eta_1 = \gamma_1 \xi_1 + \zeta_1$$

$$\text{Effectiveness Sales} = 0.412 \text{ E-Commerce Platform} + 0.588 \text{ Other factors}$$

$$\eta_2 = \gamma_2 \xi_1 + \beta \eta_1 + \zeta_2$$

$$\text{Effectiveness Sale} = 0.425 \text{ Digital Marketing} + 0.231 \text{ E-Commerce Platform} + 0.344 \text{ Other factors}$$

Based on the model equation, it is found that Digital Marketing is influenced by the E-Commerce Platform by 0.412 or there is a contribution of 41.2% and the remaining 58.8% is influenced by other factors. Effectiveness Variable The same sales are influenced by Digital Marketing by 0.425 and E-Commerce Platform by 0.241 or there is a joint contribution of 68.1%, and the remaining 31.9% is influenced by other factors.

4. Results and Discussion

4.1 The Influence of E-Commerce Platforms on Sales effectiveness

Related study results with variables in paper This with the results stated that help in formulate effective anti - counterfeiting strategies and provide outlook valuable for e-commerce platforms as well stakeholders interests that want increase trust and handling activity forgery, can concluded e-commerce platform exists influence with effective sales in face forgery (M and R, 2023) . The results of other studies also state that from (Purnomo, 2023) strategy digital marketing is very important in effort increase conversion sales on e-commerce platforms. With blend various techniques and tactics, you can succeed increase Then cross, engagement, and ultimately conversion sales on your e-commerce platform. Core digital marketing strategies include SEO, marketing content, social media, advertising paid, optimization experience users, reviews and testimonials customer, personalization content, video usage, incentives and optimization basket shopping.

Another study also stated The influence mechanism and degree of influence of various factors differ between O2O and B2C platforms. Specifically, product ranking and market share have a positive impact on online sales, with the influence of market share being greater on B2C platforms than on O2O. Clickstream also has a positive impact on online sales, with the short-term and long-term effects being greater on O2O platforms than on B2C. The long-term impact of clickstream on O2O platforms is more significant than the short-term. In addition, price increases have a negative impact on online sales, especially on O2O platforms. Various platforms to implement appropriate marketing strategies and provide effective information to attract consumers and increase online sales (Dai *et al.* , 2022) . Another outcome study from (Luo, Li and Ye, 2022) stated that additional reviews and the time interval between the initial review and the additional review had a significant positive impact on sales, with the effect moderated by country of origin. However, the number of super members who provided additional reviews was not related to product sales. Customer satisfaction and trust in the seller, which in turn increased repurchase intentions. The results also support the positive influence of the use of instant messaging and an effective feedback system on the interactivity perceived by customers, which helps strengthen trust in the seller. PEEIM shows interesting results regarding its moderating effect (Bao *et al.* , 2016) .

4.2 Digital Marketing on Sales Effectiveness

Many studies have shown the positive impact of digital marketing on sales effectiveness, including Micro, Small and Medium Enterprises (MSMEs) that use digital marketing strategies experiencing a significant increase in sales revenue, while those that do not use these strategies experience a decline. (Haruna, 2023). Another study conducted on members of the Tanzania Horticultural Association (TAHA) found that digital marketing variables such as YouTube, Facebook, SMS, and MMS were able to explain 62.9% of the marketing sales performance of MSMEs in Arusha, Tanzania. (Luhatanisa, 2023). Likewise, a studies about effectiveness of integrated digital marketing strategies with intelligence artificial intelligence (AI) finds that personalization AI and analytics based predictive in a way significant influence behavior consumer, perception brand, and performance sale (Vij *et al.*, 2024).

Digital platforms and tools take hold role crucial in increase effectiveness sales. Social media like Facebook, TikTok, and Instagram are proven effective in promote awareness brand and improve sales. As example, a studies about effectiveness digital marketing through social media show that although No significant Because influence from offline events, there are correlation between level engagement and results sale (Setiawan, Nugroho and Harnadi, 2023). Although there are many benefits of digital marketing, there are also challenges and limitations. For example, a study on the impact of digital marketing on brand awareness, sales, and customer engagement found that there are challenges such as increasing brand awareness, address sales issues, and increase customer engagement (Wan, 2023).

Another study on the effectiveness of digital marketing in increasing sales turnover found that effective use of digital marketing makes it easier to expand interactions, but there are also limitations such as the need for ongoing training and adaptation to market trends. (Nuryadi *et al.*, 2024). Digital marketing has proven be an effective strategy For increase effectiveness sales. Digital platforms and tools such as social media, YouTube, Facebook, SMS, and MMS, have proven to be effective in promote awareness brand and improve sales. Personal marketing and activities interactive is also proven effective in increase sales and engagement customers. However, there are challenges and limitations like need For continuous training and adaptation to market trends.

4.3 E-Commerce Platform on Digital Marketing

Commerce platforms and digital marketing have become inseparable entities in today's digital landscape. The rise of e-commerce has created a new paradigm for businesses to reach their target audience, and digital marketing has become a vital tool to increase sales, improve brand awareness, and enhance customer engagement. E-commerce platforms have become the main medium for business For sell products and services online. Digital marketing strategies play a role important in increase conversion sales on e-commerce platforms. Tactics effective digital marketing covering SEO, marketing content, social media, advertising paid, optimization experience users, reviews customers, and personalization content (Purnomo, 2023). Digital marketing has impact significant on e-commerce platforms, influencing behavior purchase consumer, awareness brand, and conversion sales. social media advertising own influence critical of behavior purchase consumers, starting from introduction need until behavior post-purchase (Gaurav and Ray, 2020).

Trust is very important in mediate connection between digital marketing and reviews product to intention For buy return in a way online. Build trust important For guard credibility and reputation, which can increase behavior purchase product (Sumartini, Cynthia and Mandasari, 2023). Event marketing has effect significant on awareness e-commerce brands, especially in Indonesia. The use of digital marketing, including websites, e-commerce, and social media, is successful build awareness brand (Aras and Laila, 2022). Data analysis and marketing strategy personalization is very important in develop marketing strategy individuals in the e-commerce segment. Selection tool proper data analysis is essential for e-commerce business, because can result in loss financial and loss investment If No chosen with Correct (Mykhalchenko, 2023).

Commerce platforms and digital marketing are interconnected, and a comprehensive understanding of both is necessary for businesses to succeed in the digital landscape. Effective digital marketing strategies, such as SEO, content marketing, social media, and paid advertising,

can increase sales conversions and brand awareness. Trust, event marketing, and data analytics are also important components of the e-commerce ecosystem. By leveraging these strategies, businesses can improve their online presence, increase sales, and build strong relationships with customers.

Discussion

Success in leveraging e-commerce platforms and digital marketing strategies depends on understanding deep about market and consumer dynamics, as well as ability For adapt and optimize strategies accordingly with platform characteristics and objectives desired business. With consider characteristics and preferences generation millennials who focus on technology, experience users, and trust, are important for business and e-commerce platform for Keep going develop relevant and sustainable strategies. This is No only allow For increase conversion sales and awareness brand, but also for maintain loyalty customers in a growing market competitive and dynamic.

5. Conclusion

From the hypothesis First until third results calculations assisted by SemPLS that There is influence significant and positive, then Success in leveraging e- commerce platforms and digital marketing strategies depends on a deep understanding of market and consumer dynamics, as well as the ability to adapt and optimize strategies according to platform characteristics and desired business goals . Considering the characteristics and preferences of the millennial generation who focus on technology, user experience, and trust, it is important for businesses and e- commerce platforms to continue to develop relevant and sustainable strategies. This will not only allow for increased sales conversions and brand awareness, but also to maintain customer loyalty in an increasingly competitive and dynamic market.

Acknowledgment

Thanks to the 120 students selected using total sampling, where the sample size is the same as the target population size.

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