

# The E-Marketing Mix Strategy of Tokopedia Salam during the Covid-19 Pandemic

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## ARTICLE INFO

**Keywords:**  
E-Marketing Mix  
E-Trust  
Consumer Decision  
Sharia Marketplace  
Covid-19

**Kata Kunci:**  
*E-marketing mix,*  
*E-trust,*  
*Keputusan konsumen,*  
*Marketplace syariah,*  
*Pandemi Covid-19*

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## ABSTRACT

Technological developments and government plans in the sharia economic sector supported by the large potential of the Muslim market triggered the launch of sharia features in the e-commerce marketplace. This study aimed to analyze the effect of the e-marketing mix consisting of e-product, e-price, e-place, and e-promotion variables on consumer decision through e-trust in the sharia marketplace Tokopedia Salam during the Covid-19 pandemic. The sampling method used was purposive sampling with 150 respondents. The data analysis method used was Partial Least Square. The results of the study showed that there is a direct significant effect between the e-marketing mix variables, namely e-product, e-price, and e-promotion on e-trust, except for the e-place. Meanwhile, only e-promotion and e-trust variables have a significant direct effect on consumer decision. The results of this study also showed that e-product, e-price, and e-promotion indirectly have a significant effect on consumer decision through e-trust, except for the e-place. Tokopedia Salam with its various sharia characteristics is expected to provide other offers during the pandemic with things that are more familiar to marketplace customers such as basic product, competitive prices, various promotions, and free shipping.

## SARI PATI

*Perkembangan teknologi dan rencana pemerintah di sektor ekonomi syariah yang didukung oleh besarnya potensi pasar muslim telah memicu peluncuran fitur syariah pada marketplace. Penelitian ini bertujuan untuk menganalisis pengaruh e-marketing mix yang terdiri dari variabel e-product, e-price, e-place, dan e-promotion terhadap consumer decision melalui e-trust pada marketplace syariah Tokopedia Salam di masa pandemi Covid-19. Metode sampling yang digunakan adalah purposive sampling dengan 150 responden. Metode analisis data yang digunakan adalah Partial Least Square. Hasil dari penelitian menunjukkan bahwa terdapat pengaruh signifikan secara langsung antara variabel e-marketing mix yaitu e-product, e-price, dan e-promotion terhadap e-trust, kecuali variabel e-place. Sedangkan hanya variabel e-promotion dan e-trust yang memiliki pengaruh signifikan secara langsung terhadap consumer decision. Hasil penelitian ini juga menunjukkan bahwa e-product, e-price, dan e-promotion berpengaruh signifikan secara tidak langsung terhadap consumer decision melalui e-trust, kecuali variabel e-place. Tokopedia Salam dengan ragam karakteristik syariahnya diharapkan dapat memberikan penawaran lain di masa pandemi dengan hal yang lebih familiar bagi pelanggan marketplace seperti produk pokok, harga kompetitif, ragam promosi, dan bebas biaya pengiriman.*

**INTRODUCTION**

All countries in the world have anticipated the spread of the Corona virus by restricting social activities that resulted in changes in consumer buying behavior. In addition, the development of the function and role of information technology has made changes for people in shopping. It has impacted to the communication technology which massively becomes an important instrument that can be used to facilitate all human activities in the midst of a pandemic, such as online purchases. This is indicated by the fact that there was an increase in sales and a growth in the number of e-commerce users in Indonesia during the Covid-19 pandemic (Okezone.com, 2020).

The trend of sharia start-up began to stretch with the presence of several start-up companies in the halal sector, especially in financial technology and marketplace sector. This is clearly based on the great potential of the Muslim market, as well as the support from the Indonesian government through the National Committee for Sharia Economy and Finance (KNEKS) to develop a sharia ecosystem by compiling a 2019-2024 Indonesian sharia economic master plan and designing Indonesia as a world halal producer. Data released by KNEKS itself in 2018 stated that Indonesia had spent 214 billion dollars on halal product, or equal to 10% of the market share of world halal product. Indonesia is also the largest consumer of halal product compared to other Muslim-majority countries as indicated by the increasing number of public requests for halal products, so this can be a tremendous potential to develop sharia products.

In early 2019, several e-commerce companies launched sharia products or service features in their applications. This is in line with the statement of Thompson from Reuters that halal e-commerce is a very tempting element at the moment (Muslimobsession.com, 2018). This is also coupled with the sensitivity that Muslim consumers may have, which in addition to guaranteeing clear product clarity and delivery, Muslim consumers also

Table 1. Marketplace Halal with the Date of Release

Brand	Release Date
Tokopedia Salam	4 Nov 2019
Shopee Barokah	22 Nov 2019
Blibli Hasanah	24 Apr 2020
Halal Plaza	5 Mei 2020
Halalpedia	6 Mar 2021
Lazada Amanah	5 Apr 2021

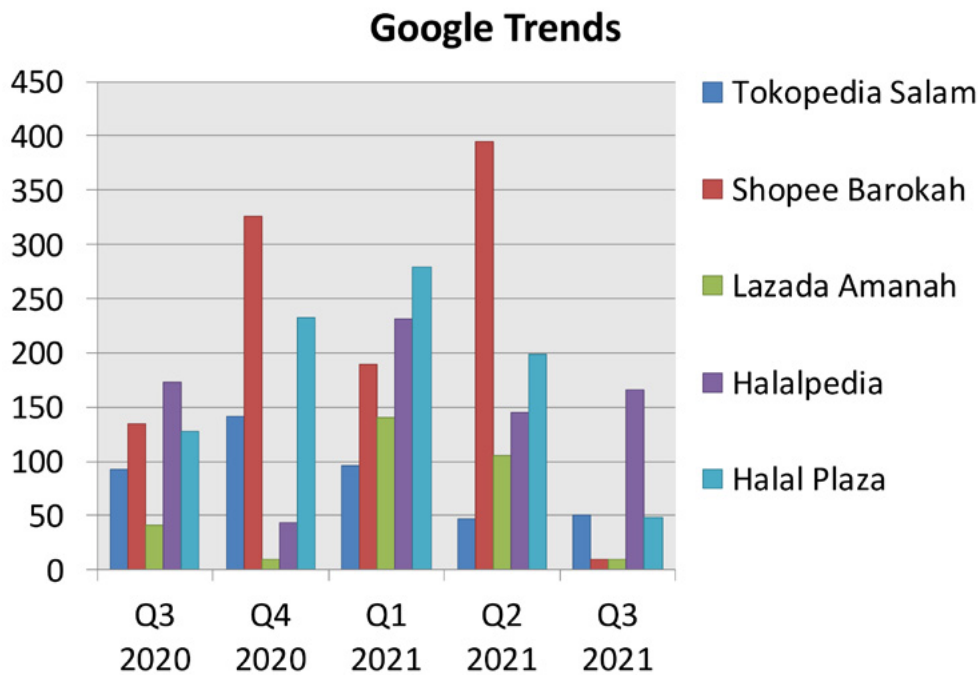
Source: Summarized by the Author from any Credible Sources, 2021

place the issue of trust in the halal assurance and honesty of the seller.

Aisyah (2015) also revealed that Muslim consumers who are the majority group in Indonesia still have sensitivity to halal-haram issues because these issues are related to religious beliefs. It is very possible that consumers who use e-commerce doubt the halal aspects or any aspects of Islamic values that exist in e-commerce applications. Some consumers who have a commitment to religiosity may not have had an alternative choice to make purchases of goods online, so they can only shop at the conventional marketplaces. Tokopedia’s internal data also shows that there is around 80% of Indonesian market demand for products with halal labels in the form of Muslim fashion and halal-labeled food (Katadata.com, 2019).

Based on data compiled from Google Trends (2021), several searches for keywords of halal marketplace brand have been carried out by consumers from 2020 to 2021. Shopee Barokah excels as the first rank of the marketplace most frequently searched by consumers through Google, followed by Halal Plaza, Halalpedia, Tokopedia Salam, and Lazada Amanah in the last position. This is quite surprising because it is known that Tokopedia Salam’s Islamic services and features are known to be very complete and good compared to Shopee Barokah which only has a halal marketplace feature. However, Tokopedia found a rapid increase in Tokopedia user visits to the halal product features of Tokopedia Salam in the

Table 2. Data of Keyword Brand Marketplace Halal Used 2020-2021



Source: Google Trend (2021)

2020 period, even though the Covid-19 pandemic was still ongoing (Marketeers.com, 2021).

Digital marketing has become very important, where marketers can have the opportunity to make expenditure efficiencies in establishing relationships with consumers and increasing their loyalty (Reinartz & Kumar, 2005). By that reason, to reach consumers in digital marketing strategy requires a marketing mix with some adjustments to the e-commerce environment. Another thing that can influence consumer considerations in implementing a marketplace business is “trust”. Trust is one of the attitudes that encourage consumer shopping behavior in online shops. Consumer trust in companies with digital environment is very important, because the use of digital technology or the internet makes the absence of a physical face-to-face process when transacting (Juhaeri, 2016). What these e-commerce companies do in increasing the trust of Muslim consumers and targeting the Muslim market is by releasing sharia service or product features in their applications.

This study discusses the implementation of Tokopedia Salam e-marketing mix strategy which is intended to gain trust and purchase decision by Tokopedia customers during the Covid-19 pandemic. With the presence of sharia product features on Tokopedia, consumers can now find halal-certified products on e-commerce platforms. Tokopedia itself has provided quite complete sharia features and services, so Tokopedia Salam is expected to be a benchmark for other halal marketplaces. This study continues the previous study conducted by Nur, et al (2018) with the title «The Effect of Marketing Mix for E-Commerce on Customer Online Behavior: A Study on Language Services Provider» with several gaps, they are the object of study, the marketing mix variable used, and the absence of customer satisfaction variable.

**METHODS**

This study can be referred as a type of explanatory research, which can be interpreted as research that provides explanations and aims to test a theory or hypothesis in order to strengthen or even reject

the theory or hypothesis of previous research (Radjab & Jam'an, 2017: 6). This study itself can be classified as descriptive quantitative research with the formulation of associative hypotheses. The population who became respondents in this study is the whole Tokopedia users throughout Indonesia. The sampling technique chosen in this study is purposive sampling method or judgment sampling. Sugiyono (2018) describes purposive sampling simply as a method of determining samples with certain considerations.

This study was conducted from October 2020 to July 2021. The determination of the number of samples in this study refers to the 10 times rule method, that the number of samples must be 10 times greater than the number of latent variables (Kock & Hadaya, 2018). The size of the number of samples that can usually be a good starting point in analyzing path modeling is a number of 100 to 200 samples (Wong, 2013). According to the expert's description, the number of samples used in this study is 150 respondents.

The data collection in this study used a survey method with a questionnaire instrument through Google Form. This study uses data analysis techniques Partial Least Square-Structural Equation Model (PLS-SEM) with SmartPLS 3.0 M3 application. The stages of testing the data in this study are the outer model with discriminant validity, convergent validity and reliability, followed by the inner model with determinant coefficients, predictive relevance, goodness of fit and model fit. The last stage is hypothesis testing with path coefficient and specific indirect effect.

Yamin and Kurniawan (2011: 19) explain that the assessment of convergent validity can be evaluated by the loading factor value  $> 0.5$  and the average variance extracted value  $> 0.5$ . However, if there is an indicator of a variable whose value does not match the assessment criteria, an evaluation will be carried out with certain considerations, such as the transformation in the average variance extrac-

ted and composite reliability (Hair, et al., 2017). In this study itself, the loading factor value used is  $> 0.5$  which is followed by an evaluation to eliminate several indicators that have a value of less than 0.5 or have a value of 0.5 more, but these indicators have an inappropriate impact on the result of average variance extracted and composite reliability.

### Variables and Measurement

This study basically uses three variable, they are marketing mix, trust and consumer decision. The latent variables in this study are e-product, e-price, e-place, e-promotion, e-trust, and consumer decision which are symbolized by EPROD, EPRIC, EPLAC, EPROM, ETRUS, and CODEC.

The marketing mix finally got the basis for a newer and more appropriate formulation, through the formulation proposed by Kalyanam and McIntyre (2002) and referred to as the 4Ps+P2C2S3 model which is an improvement from the previous 4P model by adding more components to reflect the internet environment. Then Chaffey and Ellis-Chadwick (2016) explain the components of the digital marketing mix that have been transformed from concepts that have been previously formulated by various researchers, using the 7P mix adopted in the digital environment.

While Pogorelova, et al (2016) conducted a recent study related to the marketing mix in e-commerce which explained that the e-marketing mix variable had similarities with the conventional marketing mix variable. According to Pogorelova, et al (2016) the marketing mix strategy in e-commerce or the e-marketing mix strategy consists of 7P elements, namely; product, price, place, promotion, people, process, & physical evidence where all of the elements are developments from the previous model, namely the 4Ps by adding new meanings that reflect the e-commerce environment. However, as fundamentally, there are four main variables in the marketing mix for e-commerce being developed, namely: e-product, e-price, e-place, and e-promotion.

These are the variables of the e-marketing mix with various indicators which are summarized from the specific factors of marketing mix elements for e-commerce by (Pogorelova, et al., 2016). E-product is measured by the variety of products offered in the market, characteristics or descriptions of product features, and information on product updates. E-price is measured by the comparative analysis of the price of goods from sellers and dynamic or temporary changes in commodity prices. E-place is measured by the information about shipping methods & prices, online store ratings, and logistic intermediary ratings. Lastly, e-promotion is measured by the customer reviews of products and information on sales, promotions & discounts.

Consumer trust in e-commerce environments can be referred as “e-trust” (Priambodo & Farida, 2018). The indicators used to measure the e-trust variable in this study consist of two dimensions of

consumer trust which were developed according to the transaction model on a website or e-commerce by McKnight, et al (2002), namely: trusting belief (consisting of benevolence, integrity, and competence) and trusting intention (consisting of willingness to depend and subjective probability of depending).

Consumer decision in general can be understood as a real action from consumers to get products from marketers. Consumer decision can refer to purchasing decisions which are part of consumer behavior. Kotler and Armstrong (2012) describe that consumer purchasing decisions on preferred brands can be identified by two factors; intention and decision in purchasing, namely the attitudes of other people and unexpected situations. Peter and Olson (1996) stated that consumer decision making is a process of interaction between several attitudes, namely; affective, cognitive,

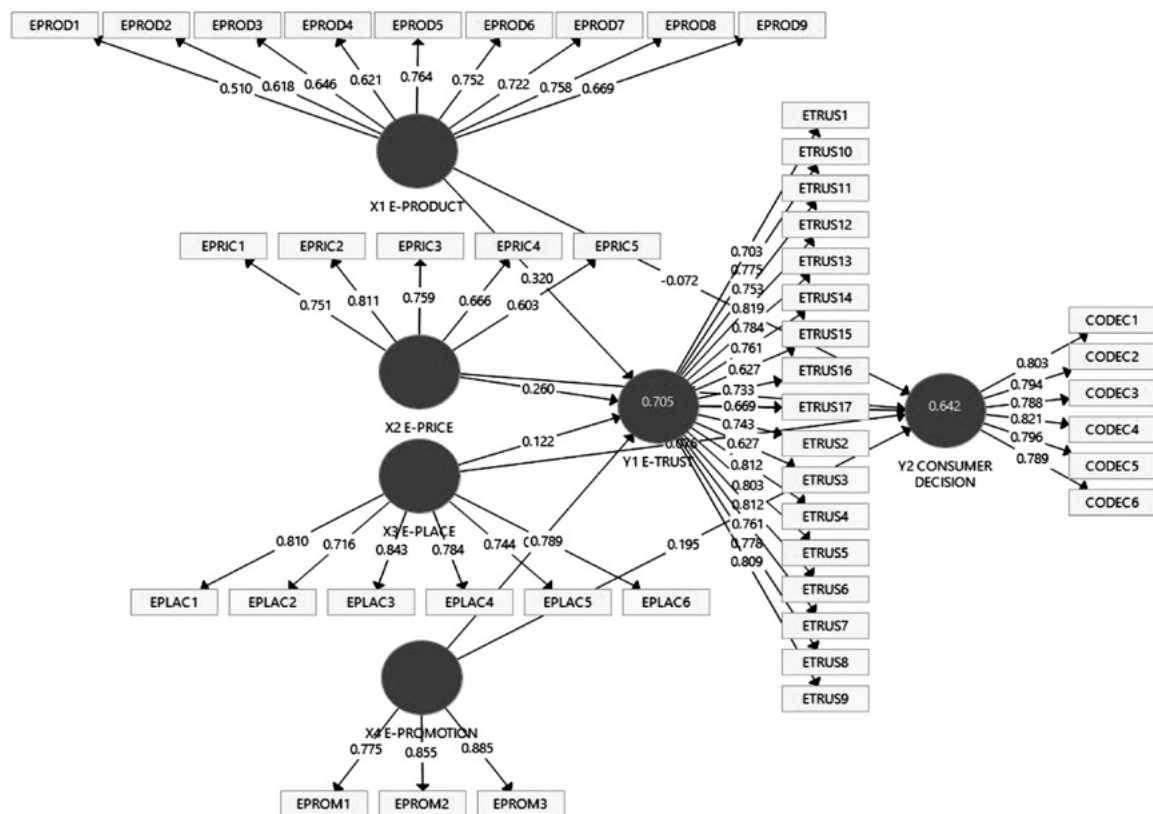


Figure 1. Specification of Partial Least Square Model  
Source: Result of Primary Data Processing by SmartPLS 3.0, 2021

and behavioral to environmental factors where humans do exchange in every aspect of their lives. The Indicators of consumer decision to buy or use a product in this study refer to (Priansa, 2017), namely: decisions regarding product types, decisions regarding product form/visual of product, decisions regarding the brand, decisions regarding the seller, and decisions regarding the number of products available.

## RESULTS AND DISCUSSION

### Characteristics of respondents

This study divides the characteristics of respondents into four categories: demographic, social, economic and behavioral. Demographic characteristics consist of age, gender, religion, and geographic location. Social characteristics consist of education and occupation. Economic characteristics consist of the income and expense of respondent. Behavioral characteristics consist of transaction frequency on the Tokopedia application and shariah marketplace preferences by respondents.

Respondents in this study are dominated by women as much as 88% of 150 respondents, which shows that online shopping behavior is still identical among women. As many as 88% of respondents are aged 17-24 years (born 1997-2012), which according to Pew Research (2019) they are identified as the Z Generation. This shows that many youths are very familiar with online shopping behavior and are familiar with the halal marketplace. While it is known that almost all respondents are Muslim, but surprisingly there are 3.4% of respondents are non-Muslims. This shows that the sharia characteristics that exist in Tokopedia Salam with a reputation for being safe and reliable can be an attractive choice for non-Muslims. Last demographic characteristics about respondent's geographic location shows that majority of the respondents live in Greater Jakarta (Jakarta, Bogor, Depok, Tangerang and Bekasi), which means that people who live in big cities are already accustomed to using transaction activities using technology assistance and will get information more quickly about shariah marketplace.

The data respondent of this study also showed that the largest percentages of respondents were students (76%) and most of them are undergraduate students (63%). Data on the economic characteristics showed that most of the respondents have income and expenses of less than IDR 1000 000. Meanwhile, behavioral characteristics data from respondents have indicated that the majority of respondents (54%) have made transactions on Tokopedia Salam more than once and most of them, 61.3%, chose Tokopedia Salam as the main preference for the shariah marketplace.

### Relationship between E-Marketing Mix (E-Product, E-Price, E-Place, and E-Promotion) and E-Trust

Based on the test that have been carried out to assess the effect of a several e-marketing mix variables directly on e-trust (table 3) showed that the entire e-marketing mix variables have a positive and significant effect on the e-trust variable, except for the relationship between the e-place variable on e-trust which does not have a significant effect. This refers to the data from the path coefficient test which displays data on whether or not there is a relationship of influence through the total effect table, with the provision that the p-values are less than 0.05 at 5% significance, it can be concluded that the e-product, e-price, and e-promotion variables have a direct significant effect on e-trust. On the other hand, it can be concluded that e-place has no direct significant effect on e-trust. It can be said that the majority of hypotheses (except the direct effect of e-place on e-trust) are accepted.

Tokopedia Salam is quite good at providing an e-marketing mix strategy with the variety of halal products and services offered, providing the right price information, shipping method options and various sales promotions. Especially during the Covid-19 pandemic, the clarity of information and the diversity of halal products in this aspect of the marketing mix are certainly very much needed by customers to have confidence in transactions, considering that trust is an important factor in online

shopping. Nurbani, et al (2019) stated that the better the marketing mix, the higher consumer trust will be obtained. So it can be understood that the marketing mix plays an important role in increasing consumer confidence. However, the finding that there is no influence between e-place on e-trust in this study shows that there are still shortcomings in Tokopedia Salam to provide services and information needed by customers to want to trust the products and services offered by Tokopedia Salam. Tokopedia Salam is expected to further increase consumer confidence by providing more options for credible freight forwarding services and clear information on shipping methods for customers.

**Relationship between E-Marketing Mix (E-Product, E-Price, E-Place, and E-Promotion) and Consumer Decision**

Based on the results of tests that have been carried out to assess the effect of a direct relationship between several e-marketing mix variables on

consumer decision (table 3), interesting results are obtained that almost all of the e-marketing mix variables do not have a direct significant effect on consumer decision variables. However, based on the beta coefficient assessment, the overall relationship of the e-marketing mix variable to consumer decision is positive, except for the direct relationship between e-product and consumer decision which is negative. The only variable that has a significant direct effect is the relationship between e-promotion on consumer decision. This refers to the data from the path coefficient test with the provision that the p-values must be less than 0.05 at 5% significance. Thus, it can be seen that the e-product, e-price, and e-place variables have no direct significant effect on consumer decision, while only e-promotion variable has a direct significant effect on consumer decision. It can be concluded that the majority of hypotheses (except the direct effect of e-promotion on consumer decision) are not accepted.

Table 3. Direct Effect Analysis

Hypoteses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics ( O/STDEV )	P-Values	Description
1. EPROD - ETRUS	0,346	0,348	0,072	4,802	0	Accepted
2. EPROD - CODEC	-0,052	-0,049	0,089	0,582	0,561	Rejected
3. EPRIC - ETRUS	0,214	0,216	0,085	2,524	0,012	Accepted
4. EPRIC - CODEC	0,144	0,140	0,094	1,528	0,127	Rejected
5. EPLAC - ETRUS	0,139	0,133	0,080	1,742	0,082	Rejected
6. EPLAC - CODEC	0,114	0,116	0,085	1,337	0,182	Rejected
7. EPROM - ETRUS	0,284	0,284	0,066	4,324	0	Accepted
8. EPROM - CODEC	0,210	0,209	0,072	2,924	0,004	Accepted
9. ETRUS - CODEC	0,469	0,471	0,104	4,498	0	Accepted

Source: Result of Primary Data Processing by SmartPLS 3.0, 2021

Table 4. Indirect Effect Analysis

Hypoteses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics ( O/STDEV )	P-Values	Description
11. EPROD - ETRUS - CODEC	0,162	0,165	0,055	2,956	0,003	Accepted
12. EPRIC - ETRUS - CODEC	0,100	0,102	0,046	2,189	0,029	Accepted
13. EPLAC - ETRUS - CODEC	0,065	0,061	0,038	1,696	0,091	Rejected
14. EPROM - ETRUS - CODEC	0,133	0,133	0,041	3,204	0,001	Accepted

Source: Result of Primary Data Processing by SmartPLS 3.0, 2021

Widyastuti, et al (2020) explained that the consumer decision-making process can be affected by one of the marketing mix stimuli consisting of product strategy, price strategy, distribution strategy, and promotion strategy. Thus, it is understandable that the aspects of Tokopedia Salam's digital marketing mix strategy during the Covid-19 pandemic are still not right to influence consumer decision based on the findings that there is no influence of e-product, e-price and e-place on consumer decision, except for the e-promotion aspect. The absence of this influence can be caused by the economic downturn as a result of restrictions on community social activities. During the Covid-19 pandemic, it is known that consumer spending in shopping has fallen significantly, except for the purchase of health-supporting products such as hand sanitizers (Kim, 2020). It is also known that Tokopedia Salam still has not included many basic community products, especially health support which is very much needed during the pandemic. Then the price aspect can also refer to the price offer which is still quite high, because with the economic downturn due to the pandemic, Tokopedia Salam customers may do not have sufficient purchasing power. Furthermore, it can be concluded that Tokopedia Salam has not been able to provide services for various shipping method options with credible courier choices and clear information regarding the mechanism for shipping goods. Lastly, Tokopedia Salam also has not offered free shipping, which is commonly used in e-commerce ecosystem.

#### **Relationship between E-Trust and Consumer Decision**

Based on the results of tests that have been carried out to assess the effect of a direct relationship between e-trust on consumer decision (table 3), a result is obtained that e-trust has a direct positive and significant effect on consumer decision. This is evidenced by the value of the beta coefficient of the relationship between the two which is positive with a value of (0.469) and the value of p-values which must be less than 0.05, which value based on the provisions or assessment criteria indicates

a significant direct effect. Thus it can be concluded that the hypothesis is accepted.

Based on the findings of this study indicate that the greater of trust that consumers have, the greater their tendency to make a purchase decision. Tang and Chan (2017) state that if a consumer is convinced, then they will not hesitate to buy the products or services offered. Trust is very important in online consumer decision, because sellers and buyers not able to meet each other by face to face. Trust itself plays a very important role in consumer decision making to shop online (Asiati & Akbar, 2019). Trust is an important part in determining purchasing decision on the basis that if consumers have given trust, then this can encourage buying behavior by consumers in the marketplace during the Covid-19 pandemic. Therefore, it can be stated that Tokopedia Salam has succeeded in demonstrating its kindness or benevolence, competence, integrity, and reliability to its customers, which influences the customer's decision to make any final online transaction. It can be concluded that Tokopedia Salam is considered successful in building the trust of its customers.

#### **Relationship between E-Marketing Mix (E-Product, E-Price, E-Place, and E-Promotion) on Consumer Decision through E-Trust**

Based on the results of tests that have been carried out to assess the effect of the indirect relationship between several e-marketing mix variables on consumer decision through e-trust (table 4), the results show that almost all of the e-marketing mix variables have a positive and significant effect on consumer decision variables through e-trust, except for the effect of the indirect relationship between the e-place variable on consumer decision through e-trust which does not have a significant effect, even though the value of the relationship is positive. This refers to the data from the specific indirect effects test with the provision that the p-values must be less than 0.05 at a 5% alpha significance, which indicates that e-product has a significant effect on consumer decision through



e-trust, e-price has a significant effect on consumer decision through e-trust, e-place has no significant effect on consumer decision through e-trust, and e-promotion has a significant effect on consumer decision through e-trust. Thus, it can be concluded that the majority of hypotheses (except the indirect effect of e-place on consumer decision through e-trust) are acceptable.

Based on the findings of the study, it can be concluded that e-product, e-price, and e-promotion as components for Tokopedia Salam's e-marketing mix strategy with several indicators such as product characteristics, dynamic prices, information on various promotions, and discounts provide the indirect impact to encourage decision-making behavior by consumers which can be preceded by an attitude of trust built on aspects of the previous marketing mix. This can be based on the importance of the marketing mix aspect and trust in the digital business environment because it is understood that adjustments to the characteristics of digital businesses and their offerings can be made by the marketing mix, while the determinants and drivers of consumer confidence to transact can be done by trust. In addition, it is also known that usually buyers will make a purchase decision on the basis of compatibility with aspects of the marketing mix of a product (Shoimah, 2020). So that it can be given a general conclusion that the use of the right marketing mix strategy with a positive assessment of every aspect carried out by Tokopedia Salam consumers and customers can increase trust which leads to the creation of a consumer decision for Tokopedia Salam features or services.

Meanwhile, in the distribution or e-place aspect of Tokopedia Salam, which is known to have no indirect influence on consumer decision through e-trust, it may can be interpreted that Tokopedia Salam has not succeeded in providing the best service quality in shipping method options that can build customer trust and have an impact on their purchasing decision. This can be caused by the absence of a shipping method that customers

expect, such as free shipping offer, shipping tracking information, adding a variety of credible exhibition services and displaying the value or rating of each seller in more detail, such as providing an assessment based on credibility, friendliness, and honesty of sellers

#### **MANAGERIAL IMPLICATION**

This study provides the discussion of the digital business implementation of the sharia marketplace during pandemic of Covid-19. This study is expected to provide new insights and relevant research references for academics related to the implementation of the e-marketing mix strategy to gain trust and influence consumers in making a buying decision behavior. This study is also expected to be an additional reference option for various parties that can be obtained freely in the campus library. It is hoped that in further study that has the same theme and discussion related to the e-marketing mix strategy, e-trust and consumer decision, further studies are carried out on several parts that have not been covered by this study, such as testing the aspects e-marketing mix with a variety of different elements or components, such as the service marketing mix, retail marketing mix, relational marketing mix and electronic marketing mix in the digital industry or e-commerce environment as well as the use of e-marketing mix theory that is more suitable to be applied in Indonesia. In addition, the authors also hope that further study will be able to link aspects of the e-marketing mix with several new aspects, such as customer satisfaction and loyalty or even aspects of e-trust that are more renewable in theory, including the use of better research methodologies, such as more specific sampling techniques, in order not to generalize to the entire population.

Tokopedia Salam is expected to maintain the quality performance of its features or services and even update some things to gain consumer trust and customer decisions to transact by providing more credible shipping service options and increasing certain discount promotions on major holidays, as

is usually done by every brand marketplace during the Covid-19 pandemic, for example the National Online Shopping Day (Harbolnas). In addition, Tokopedia Salam can also carry out promotions or embrace certain Muslim communities according to the Tokopedia Salam market segmentation. Considering the characteristics of Tokopedia Salam's products, which are halal and Islamic products, Tokopedia Salam can present this as a more attractive and unique (different) offering option for people who have a high level of religiosity.

Tokopedia Salam can also improve customer transaction decisions during the Covid-19 pandemic by carrying out several new innovations, such as the release of a Tokopedia Salam product or service application separately from its conventional parent platform, which is intended so that the characteristics of halal products brought by Tokopedia Salam can be seen more conveyed in the minds of consumers. Furthermore, Tokopedia Salam can display a wider variety of basic products and products that can support health during the Covid-19 pandemic, because some studies have showed that certain products, especially basic products and public health, are the best-selling products in the marketplace. Then Tokopedia Salam can also carry out pricing and distribution strategies similar to what conventional marketplaces did during the Covid-19 pandemic.

Tokopedia Salam also has to pay attention to price considerations with people's purchasing power during the Covid-19 pandemic, including by linking them to promotional offers or purchase discounts. While specifically in the distribution aspect, Tokopedia Salam can provide a more varied choice of couriers but have a good reputation guarantee and it is highly recommended to use a free shipping strategy where it is generally known that the choice of free shipping or postage options is very popular and influential for consumers to decide on a purchase or not buy. Finally, Tokopedia Salam is expected to provide better service quality in shipping methods, such as free shipping offers,

shipping tracking information, adding a variety of credible exhibition services and displaying the value or rating of each seller in more detail, such as providing a description of the seller based on the credibility, friendliness, and honesty of the seller.

## **CONCLUSION**

The results of this study has showed that the e-marketing mix with the variable e-product has a significant direct effect on e-trust; e-marketing mix with its variable e-price has a direct significant effect on e-trust; e-marketing mix with the variable e-place does not have a direct significant effect on e-trust; e-marketing mix with its variable e-promotion has a direct significant effect on e-trust; e-marketing mix with the variable e-product does not have a direct significant effect on consumer decision; e-marketing mix with its variable e-price does not have a direct significant effect on consumer decision; e-marketing mix with the variable e-place does not have a direct significant effect on consumer decision; e-marketing mix with its variable e-promotion has a direct significant effect on consumer decision; e-trust has a direct significant influence on consumer decision.

Then the results of the indirect effect test has showed that the e-marketing mix with the variable e-product has a significant indirect effect on consumer decision through e-trust; e-marketing mix with its variable e-price has a significant indirect effect on consumer decision through e-trust; e-marketing mix with the variable e-place does not have a significant indirect effect on consumer decision through e-trust; e-marketing mix with its variable e-promotion has a significant indirect effect on consumer decision through e-trust. Tokopedia Salam with its various sharia characteristics has not been successful enough in influencing consumer decision, so Tokopedia Salam is expected to be able offering more product characteristics, competitive prices, various promotions, and more appropriate shipping methods during the Covid-19 pandemic, such as free shipping. ■

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