

Pengaruh Digital Marketing terhadap Keputusan Pembelian pada Marketplace Shopee

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Abstract

This study aims to test and analyze the factors that influence purchasing decisions involving security variables, influencer marketing, online customer reviews, and online customer ratings. The object of this research is Central Java students who have made transactions in the shopee marketplace. Multiple linear regression is the analytical technique used to examine the impact of the independent variable on the dependent variable. After 129 samples were tested, it was discovered that online customer rating and security had a positive and significant impact. Meanwhile, influencer marketing and online customer reviews have a positive and insignificant effect.

Keywords : purchasing decisions, security, influencer marketing, online customer reviews, online customer ratings

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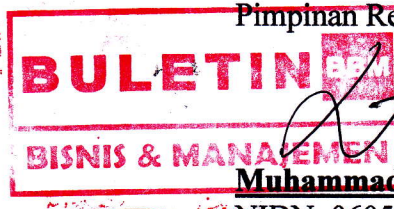
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