

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Marketing Mix* terhadap Reputasi Perusahaan dan Implikasinya pada Keputusan Pembelian di *E-Commerce* Shopee (Studi Kasus pada Mahasiswa/i Fakultas Ekonomi dan Bisnis Universitas Pasundan Bandung Angkatan 2015-2018) secara simultan maupun parsial. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 100 responden. Metode analisis data yang digunakan adalah analisis regresi linier berganda, korelasi berganda, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan *E-Marketing Mix* dan Keputusan Pembelian melalui Reputasi Perusahaan di *e-commerce* Shopee. Besarnya pengaruh *E-Marketing Mix* dan Keputusan Pembelian melalui Reputasi Perusahaan di *e-commerce* Shopee secara simultan sebesar 37,9% dan sisanya dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *E-Marketing Mix* terhadap Keputusan Pembelian memiliki pengaruh sebesar 67,8%. Selanjutnya secara parsial *E-Marketing Mix* terhadap Reputasi Perusahaan memiliki pengaruh sebesar 43,4%, Sedangkan secara parsial Reputasi Perusahaan memiliki pengaruh negatif terhadap Keputusan Pembelian sebesar 0,29%. Sehingga dapat disimpulkan bahwa *E-Marketing Mix* memiliki pengaruh yang lebih besar terhadap Keputusan Pembelian.

Kata kunci: Bauran Pemasaran Elektronik, Reputasi Perusahaan, dan Keputusan Pembelian.

ABSTRACT

This study aims to determine the effect of the E-Marketing Mix on Company Reputation and its implications for Purchasing Decisions at Shopee (Case Study of Students of the Faculty of Economics and Business, Pasundan University Bandung, Class of 2015-2018) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 100 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, and the coefficient of determination.

The results showed that there was a positive and significant influence on E-Marketing Mix and Purchasing Decisions through Company Reputation in Shopee. The amount of influence of E-Marketing Mix and Purchasing Decisions through Company Reputation in Shopee is 37.9% simultaneously and the rest is influenced by other variables which are not researched. Partially, the magnitude of the influence of E-Marketing Mix on Purchasing Decisions has an effect of 67.8%. Next partially E-Marketing Mix has an effect of 43.4% on the Company's Reputation, while partially, the Company's Reputation has a negative effect on Purchasing Decisions by 0.29%. So it can be concluded that the E-Marketing Mix has a greater influence on Purchasing Decisions.

Keywords: *Electronic Marketing Mix, Company Reputation, and Puchasing Decision.*