

ANALYSIS OF E-COMMERCE MARKETING STRATEGIES THAT INFLUENCE CONSUMER PURCHASE DECISIONS

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ABSTRACT

The title of this research is E-commerce Marketing Strategy Analysis on consumer purchasing decisions. This study aims to (i) find out whether Product Marketing Strategies can influence consumer purchasing decisions at E-Commerce Shopee (ii) find out whether Marketing Strategies can influence consumer purchasing decisions at E-Commerce Shopee (iii) find out whether Marketing Strategies can influence purchasing decisions consumers at E-Commerce Shopee (iv) find out whether Distribution Marketing Strategy can influence consumer purchasing decisions at E-Commerce Shopee. In this study, the authors use a quantitative approach using survey research methods, with a sample of 192. To find out whether the strategy has an effect, the authors use the T test (partial) and the F test (simultaneous) with the help of IBM SPSS 24.0 for windows. In the F (simultaneous) test there is a significant value of 0.000 and the calculated F value of 93,504. In the T test (partial) of the product there is a T count result of 3.562. A price strategy with a calculated T value of 7,723. Promotion strategy with a calculated T value of 2,513. distribution strategy with the calculated T value of 1.931. Which means that product, price, promotion, and distribution strategies partially have a positive effect on consumer purchasing decisions. Marketing strategies (product, price, promotion, and distribution) simultaneously have an influence on consumer purchasing decisions. The author suggests to related parties: i) for the company, it is hoped that the company will always pay attention to consumer behavior which can change at any time due to the number of competing products, ii) for the academy, it is hoped that the results of this research can be an alternative reference for topics and cases the same later, iii) for researchers, for future researchers are expected to develop this research using other methods

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