

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Strategi Pemasaran Digital terhadap Penjualan produk *Everlasting Blend* di *marketplace* Shopee. Latar belakang penelitian ini didasari oleh pesatnya pertumbuhan *e-commerce* di Indonesia dan adanya fluktuasi penjualan pada *Everlasting Blend* meskipun telah menerapkan berbagai strategi digital.

Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah konsumen *Everlasting Blend* di Shopee, dengan sampel yang diambil menggunakan teknik tertentu (berdasarkan data karakteristik responden, mayoritas berusia 17–30 tahun). Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan penyebaran kuesioner kepada responden. Instrumen penelitian diuji menggunakan uji validitas dan reliabilitas, sedangkan teknik analisis data meliputi analisis regresi linier sederhana, uji t (hipotesis), dan analisis koefisien determinasi.

Hasil penelitian menunjukkan bahwa strategi pemasaran digital yang diterapkan *Everlasting Blend* meliputi lima indikator utama: pemilihan pasar, perencanaan produk, penetapan harga, sistem distribusi, dan komunikasi pemasaran (promosi). Secara statistik, strategi pemasaran digital terbukti berpengaruh sangat kuat dan signifikan terhadap penjualan di Shopee. Nilai koefisien determinasi sebesar 0,821 menunjukkan bahwa strategi pemasaran digital berkontribusi sebesar 82,1% terhadap variasi penjualan, sementara 17,9% sisanya dipengaruhi oleh faktor lain seperti kualitas produk dan pelayanan. Hambatan utama yang ditemukan adalah persaingan harga dan perubahan tren pasar yang cepat, sehingga diperlukan upaya optimalisasi melalui pembaruan konten visual secara rutin dan peningkatan interaksi melalui fitur seperti Shopee Live.

Kata Kunci: Strategi Pemasaran Digital, Penjualan, *Marketplace*, Shopee, *Everlasting Blend*.

ABSTRACT

This study aims to determine and analyze the influence of Digital Marketing Strategy on the Sales of Everlasting Blend products on the Shopee marketplace. The research is driven by the rapid growth of e-commerce in Indonesia and the observed sales fluctuations at Everlasting Blend despite the implementation of various digital strategies.

The research method employed is a descriptive and verificative method with a quantitative approach. The population in this study consists of Everlasting Blend consumers on Shopee, with samples selected using specific techniques (based on respondent characteristics, the majority are aged 17–30 years). Data collection techniques were conducted through observation, interviews, and the distribution of questionnaires to respondents. The research instrument was tested using validity and reliability tests, while the data analysis techniques included simple linear regression analysis, t-test (hypothesis testing), and the coefficient of determination.

The results indicate that the digital marketing strategy implemented by Everlasting Blend encompasses five main indicators: market selection, product planning, pricing, distribution systems, and marketing communication (promotion). Statistically, digital marketing strategy is proven to have a very strong and significant influence on sales on Shopee. The coefficient of determination value of 0.821 shows that digital marketing strategy contributes 82.1% to the variation in sales, while the remaining 17.9% is influenced by other factors such as product quality and service. The main obstacles identified are price competition and rapid changes in market trends; therefore, optimization efforts are required through regular visual content updates and increasing interaction via features such as Shopee Live.

Keywords: *Digital Marketing Strategy, Sales, Marketplace, Shopee, Everlasting Blend.*