

ABSTRAK

Pengambilan judul ini dilatarbelakangi oleh adanya fluktuasi yang terjadi dalam penjualan, terlebih ketidakpastian pada saat *event* promo puncak tanggal kembar setiap bulannya dan perkembangan kerjasama dengan *affiliate marketing* pada program *affiliate marketing solution* (AMS) di Shopee. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *event marketing* pada promo puncak tanggal kembar dan *affiliate marketing* terhadap keputusan pembelian produk dompet Aksata Luxe melalui *marketplace* Shopee baik secara simultan maupun secara parsial. Penelitian ini menggunakan pendekatan kuantitatif. Metode penelitian yang digunakan adalah deskriptif dan verifikatif. Teknik sampling yang digunakan adalah *probability sampling* dengan teknik *sample random sampling* dengan jumlah populasi sebanyak 2098 orang dan jumlah sampel sebanyak 102 responden. Metode analisis yang digunakan adalah analisis regresi linier berganda, analisis korelasi berganda, analisis koefisien determinasi, dan uji hipotesis dengan menggunakan program SPSS versi 25.

Hasil penelitian secara simultan menunjukkan bahwa *event marketing* pada promo puncak tanggal kembar dan *affiliate marketing* berpengaruh positif dan signifikan terhadap keputusan konsumen sebesar 54,6%, sedangkan sisanya 45,4% dipengaruhi oleh faktor lain yang tidak termasuk kedalam variabel penelitian ini. Secara parsial menunjukkan bahwa *event marketing* pada promo puncak tanggal kembar berpengaruh positif dan signifikan terhadap keputusan pembelian produk dompet Aksata Luxe sebesar 23,6% dan *affiliate marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian produk dompet Aksata Luxe sebesar 31%. Sehingga dapat disimpulkan bahwa *affiiate marketing* memberikan pengaruh paling besar terhadap keputusan pembelian produk dompet Aksata Luxe melalui *marketplace* Shopee.

Kata kunci: *Event Marketing* Promo Puncak Tanggal Kembar, *Affiliate Marketing*, dan Keputusan Pembelian

ABSTRACT

The selection of this title was motivated by fluctuations in sales, particularly the uncertainty during the peak double-date promotional events held each month and the development of collaboration with affiliate marketers through the Affiliate Marketing Solution (AMS) program on Shopee. This study aims to determine the extent of the influence of event marketing during peak double-date promotions and affiliate marketing on purchasing decisions for Aksata Luxe wallet products through the Shopee marketplace, both simultaneously and partially. This research uses a quantitative approach. The research methods employed are descriptive and verificative. The sampling technique used is probability sampling with a simple random sampling method, involving a population of 2,098 individuals and a sample of 102 respondents. The analytical methods used include multiple linear regression analysis, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing using SPSS version 25.

The research results simultaneously show that event marketing during the peak double-date promotions and affiliate marketing have a positive and significant effect on consumer decisions by 54.6%, while the remaining 45.4% is influenced by other factors not included in this research variable. Partially, the results show that event marketing during the peak double-date promotions has a positive and significant effect on purchasing decisions for Aksata Luxe wallet products by 23.6%, and affiliate marketing has a positive and significant effect on purchasing decisions for Aksata Luxe wallet products by 31%. Therefore, it can be concluded that affiliate marketing has the greatest influence on purchasing decisions for Aksata Luxe wallet products through the Shopee marketplace.

Keywords: Event Marketing Double-Date Peak Promotion, Affiliate Marketing, and Purchase Decisions