

ANALISIS DIGITAL MARKETING TERHADAP MINAT BELI KONSUMEN PADA ONLINE SHOP IWEARZULE

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Digital Marketing terhadap Minat beli konsumen produk Iwearzule

Metode yang digunakan adalah deskriptif dan verifikatif. Pengumpulan data dilakukan melalui penyebaran kuisioner sebanyak 100 responden. Teknik analisa data yang digunakan adalah regresi linear sederhana dengan alat bantu *software* komputer SPSS 25.

Berdasarkan hasil yang diperoleh dalam penelitian menyatakan bahwa Digital Marketing memiliki pengaruh yang positif dan signifikan terhadap Minat beli konsumen Online shop Iwearzule. Hal tersebut dapat dilihat dari perhitungan korelasi sebesar 0,666 artinya menunjukkan bahwa variabel independen terhadap variabel dependen mempunyai hubungan yang kuat (0,60 - 0,799). Hasil perhitungan analisis regresi sederhana didapat persamaan $Y = 8,384 + 0,796X$ dan diperoleh nilai R square (R^2) sebesar 0,438. Artinya, bahwa besarnya pengaruh kontribusi Digital Marketing (X) terhadap Minat Beli Konsumen (Y) sebesar 43,8%, sedangkan sisanya sebesar 56,2% dipengaruhi oleh variabel atau faktor lain.

Kata Kunci : Digital Marketing, Minat Beli Konsumen

**ANALYSIS DIGITAL MARKETING TO INTEREST IN BUYING
CONSUMER ON ONLINE SHOP IWEARZULE**

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ABSTRACT

This study aims to determine Digital Marketing towards the interest in buying consumers of Iwearzule products

The method used is descriptive and verification. Data collection was carried out through questionnaires as many as 100 respondents. The data analysis technique used is simple linear regression with SPSS 25 computer software.

the results obtained in the study stating that Digital Marketing has a positive and significant influence on consumer buying interest in the Iwearzule Online shop. This can be seen from the calculation of the correlation of 0.666, which means that the independent variables on the dependent variable have a strong relationship (0.60 - 0.799). The results of the calculation of simple regression analysis obtained the equation $Y = 8.34 + 0.796X$ and obtained the value of R square (R^2) of 0.438. That is, that the magnitude of the influence of the contribution of Digital Marketing (X) on Consumer Buying Interest (Y) is 43.8%, while the remaining 56.2% is influenced by variables or other factors.

Key Words: Digital Marketing, Interest In Buying Consumer

