

ABSTRACT

The development of information and communication technology has transformed the way people interact and conduct transactions. With the increasing use of the internet and smartphones, especially in business and marketing contexts, e-commerce is becoming increasingly popular. This research aims to analyze the influence of Digital Marketing on purchasing decisions in Indonesia, specifically through e-commerce platforms like Shopee.

The theories used in this study are Digital Marketing, Social media Marketing as X1, Online Advertising as X2, Mobile marketing as X3, and Purchase Decision as Y. The research method employed is quantitative, conducted through a questionnaire survey of 400 respondents who are students in Bandung.

The results of the study show that Social media Marketing, Online Advertising, and Mobile marketing have a positive and significant influence on purchasing decisions. The Social media Marketing variable received a fairly good score of 69,1%, Online Advertising 89,42%, and Mobile marketing 70,61%. Purchase decisions scored 70,26%, indicating that Digital Marketing is effective in influencing consumer purchasing decisions. This study suggests increasing the detail of product information in Digital Marketing to enhance the consumer experience and purchasing decisions.

Keywords : *Social media Marketing, Online Advertising, Mobile Marketing, Shopee*