

**THE INFLUENCE OF DIGITAL MARKETING AND WORD OF MOUTH
ON BUYERS' DECISIONS IN ONLINE SHOPEE PURCHASING
(Case Study on Management Students at Dehasen University, Bengkulu)**

By
Via Nabila Rahmanda ¹⁾
Ida Ayu Made E.G and Yesi Indian Ariska ²⁾

ABSTRACT

The development of technology in Indonesia is marked by the many online shop platform applications such as Shopee, Tokopedia, Lazada, Bukalapak, etc. Each platform is aggressively promoting with its own strategy, in this research, researchers only focus on the online shop platform Shopee. The aim of this researcher is to determine the influence of digital marketing and word of mouth on buyers' decisions in online shopee purchasing among Management Students at Dehasen University, Bengkulu. This research method uses quantitative descriptive research, the sample in this research was 76 students who were respondents. The research results from the multiple linear regression test show $Y = 5.216 + 0.273 (X_1) + 0.606 (X_2) + 3.131$, meaning that there is a positive influence between the digital marketing variable (X_1) and the word of mouth variable (X_2) on online purchasing decisions of Shopee (Y). From the results of t test for digital marketing variable (X_1), it shows t count $2.342 > 1.993$ and a significance of $0.022 < 0.05$, so this shows that there is a significant positive influence between digital marketing variables on purchasing decisions. The results of word of mouth test (X_2) show t count $5.024 > 1.993$ and a significance of $0.000 < 0.05$, so this shows that there is a significant positive influence between the word of mouth variable on purchasing decisions. The results of the F test show that F count is greater than F table, namely $56.109 > 2.73$, so it can be concluded that there is a significant positive influence between digital marketing and word of mouth on online purchasing decisions of Shopee. The results of R Square determination test are 0.606 or 60.6%, which shows that there is a simultaneous influence between variables X_1 and X_2 on variable Y of 60.6% and the remaining 39.4% is influenced by other variables.

Keywords: Digital Marketing, Word of Mouth and Purchasing Decisions.

- 1) Student (Management)
- 2) Supervisors

