

ANALISIS DIGITAL MARKETING PADA WEBSITE PT VALBURY ASIA FUTURES YOGYAKARTA

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Abstrak

Penelitian ini dilakukan di PT Valbury Asia Futures Yogyakarta. Penelitian ini bertujuan untuk mengetahui hasil analisis *digital marketing* pada *website* PT Valbury Asia Futures Yogyakarta. Indikator pada penelitian ini yaitu tanda, konversi, dan hubungan. Populasi dalam penelitian ini adalah nasabah yang mengunjungi situs *website* PT Valbury Asia Futures Yogyakarta berjumlah 75 nasabah. Adapun teknik pengumpulan data dalam penelitian ini menggunakan observasi dan kuesioner. Pengujian statistik yang digunakan adalah uji validitas, uji reliabilitas, dan *arithmetic mean*. Dari uji validitas nilai r hitung $>$ r tabel, sehingga seluruh indikator yang digunakan dalam penelitian ini dikatakan valid. Uji reliabilitas didapat sebesar 0,751 lebih besar dari 0,60 ini dikatakan reliabel. Berdasarkan hasil keseluruhan penelitian indikator analisis *digital marketing* pada *website* PT Valbury Asia Futures Yogyakarta menunjukkan nilai rata-rata keseluruhan sebesar 3,43 artinya menunjukkan kategori setuju. Skor nilai rata-rata tertinggi yang terdapat pada indikator tanda yaitu sebesar 3,79 yang termasuk ke dalam kategori setuju terhadap konten, iklan dan promosi. Skor nilai rata-rata terendah terdapat pada indikator hubungan yaitu sebesar 3,16 termasuk kategori setuju terhadap pernyataan membangun hubungan dengan nasabah melalui *digital marketing* pada *website* berpengaruh terhadap minat nasabah dalam melakukan investasi di PT Valbury Asia Futures Yogyakarta.

Kata Kunci: *Digital Marketing, Website*

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Abstract

This research was conducted at PT Valbury Asia Futures Yogyakarta. This study aims to determine the results of digital marketing analysis on the PT Valbury Asia Futures Yogyakarta website. The indicators in this study are signs, conversions, and relationships. The population in this study were customers who visited the PT Valbury Asia Futures Yogyakarta website, totaling 75 customers. This study used data collection techniques in the form of observation and questionnaires. Statistical tests used are validity test, reliability test, and arithmetic mean. From the validity test, the value of $r_{count} > r_{table}$ is obtained, so that all indicators used in this study are said to be valid. The reliability test was obtained at 0.751 which was greater than 0.60 and was said to be reliable. Based on the overall results of the research on digital marketing analysis indicators on the PT Valbury Asia Futures Yogyakarta website, it shows an overall average value of 3.43 which indicates the agree category. The highest average score found in the sign indicator is 3.79 which is included in the category of agreeing to content, advertisements and promotions. The lowest average score is found in the relationship indicator which is equal to 3.16 which is in the category of agreeing with the statement that building relationships with customers through digital marketing on the website has an effect on customer interest in investing in PT Valbury Asia Futures Yogyakarta.

Keywords: Digital Marketing, Website