

PENGARUH *DIGITAL MARKETING, CUSTOMER RELATIONSHIP MANAGEMENT (CRM) DAN ONLINE CUSTOMER EXPERIENCE* TERHADAP *PURCHASE DECISION* PADA KONSUMEN *E-COMMERCE* DI INDONESIA


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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing, customer relationship management* dan *online customer experience* terhadap *purchase decision* pada konsumen *e-commerce* di Indonesia. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling*. Kuesioner disebarakan secara *online*. Jumlah responden sebanyak 134 responden dengan data yang valid berjumlah 114 responden dan telah diolah menggunakan aplikasi SPSS 26. Metode analisis data yang digunakan yaitu analisis regresi linear berganda. Pengujian hipotesis dalam penelitian ini menggunakan uji t. Hasil analisis dari penelitian ini yaitu *digital marketing, customer relationship management* dan *online customer experience* berpengaruh signifikan terhadap *purchase decision* secara parsial.

Kata Kunci: *Digital Marketing, Customer Relationship Management, Online Customer Experience, Purchase Decision*

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***THE AFFECT OF DIGITAL MARKETING, CUSTOMER RELATIONSHIP
MANAGEMENT AND ONLINE CUSTOMER EXPERIENCE ON
PURCHASE DECISION ON CONSUMER E-COMMERCE IN INDONESIA***

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Abstract

This study aims to analyze the affect of digital marketing, customer relationship management and online customer experience on purchase decisions on consumer e-commerce in Indonesia. The method sampling was purposive sampling. The questionnaires have been distributed with online form. The number of respondents were 134 respondents with 114 valid data and all were processed by using the SPSS 26 application. The data analysis method for this study used multiple linear regression analysis. The hypothesis tested in this study used the t-test. The result of this study is digital marketing, customer relationship management and online customer experience have significant effect on partial purchase decisions.

Keywords: *Digital Marketing, Customer Relationship Management, Online Customer Experience, Purchase Decision*