PENGARUH *DIGITAL MARKETING* DAN EFKTIVITAS IKLAN TERHADAP MINAT BELI GEN Z PADA *MARKETPLACE* DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing* dan efektivitas iklan terhadap minat beli gen z pada *marketplace* di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan metode penelitian kuantitatif. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah 100 responden. Data primer yang digunakan dalam penelitian ini berupa persepsi yang diperoleh dari kuesioner disebarkan kepada gen z di Daerah Istimewa Yogyakarta. Pengujian yang dilakukan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (normalitas, linearitas, multikolinearitas dan heteroskedasitas), uji hipotesis (uji t dan uji f), analisis regresi linier berganda dan koefisian determinasi (Adjusted R2). Hasil dari penelitian ini menunjukkan bahwa:1) *digital marketing* berpengaruh positif dan signifikan terhadap minat beli. 2) efektivitas iklan berpengaruh positif dan signifikan terhadap minat beli. 3) *digital marketing* dan efektivitas iklan berpengaruh secara simultan terhadap minat beli.

Kata Kunci: *Digital Marketing, Efktivitas Iklan Minat Beli*
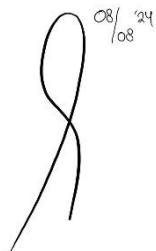
THE INFLUENCE OF DIGITAL MARKETING AND EFFECTIVENESS ON GEN Z BUYING INTEREST IN THE MARKETPLACE IN SPECIAL REGION OF YOGYAKARTA

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Abstract

This study aims to analyze the effect digital marketing and advertising effectiveness on gen z buying interest in the Special Region of Yogyakarta. This research used quantitative research methods. The sampling technique used was purposive sampling with a total of 100 respondents. Primary data used in this study were perceptions obtained from quentionnaires distributed to gen z in the Special Region of Yogyakarta. The test carried out in this study were descriptive analysis, instrument test (validity test and reliability test), classical assumption test (normality, linearity, multicollinearity and heteroscedacity), hypothesis testing (t test and f test), multiple linear regression analysis and coefficient of determination (Adjusted R2). The results of this study indicate that : 1) digital marketing has a positive and significant effect on purchase intention. 2) advertising effectiveness has a positive and significant effect on buying interest. 3) digital marketing and advertising effectiveness simultaneously affect buying interest.

Keyword : Digital Marketing, Advertising Effectiveness, and Purchase Intention