

**PENGARUH *EMAIL MARKETING*, *MOBILE MARKETING*,  
*RETARGETING*, DAN *EXPERIENTIAL MARKETING* TERHADAP  
PERILAKU PEMBELIAN *ONLINE***

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *email marketing*, *mobile marketing*, *retargeting*, dan *experiential marketing* terhadap perilaku pembelian *online*. Obyek penelitian ini adalah *e-commerce* Tokopedia, Blibli, Bukalapak, dan Lazada. Populasi dalam penelitian ini adalah seluruh pengguna internet yang pernah melakukan pembelian secara *online*. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan jumlah sampel adalah 114 orang. Data diperoleh melalui kuesioner *online* menggunakan Google Form. Data dianalisis menggunakan uji regresi linier berganda. Hasil penelitian ini menunjukkan bahwa *email marketing* berpengaruh negatif terhadap perilaku pembelian *online*. *Mobile marketing* berpengaruh positif terhadap perilaku pembelian *online*. *Retargeting* berpengaruh positif terhadap perilaku pembelian *online*. *Experiential marketing* berpengaruh positif terhadap perilaku pembelian *online*.

**Kata Kunci:** *Email Marketing, Mobile Marketing, Retargeting, Experiential Marketing, Perilaku Pembelian Online*

***THE EFFECT OF EMAIL MARKETING, MOBILE MARKETING,  
RETARGETING, AND EXPERIENTIAL MARKETING ON ONLINE  
PURCHASING BEHAVIOR***

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***Abstract***

*This study aims to analyze the effect of email marketing, mobile marketing, retargeting, and experiential marketing on online buying behavior. The object of this research is e-commerce Tokopedia, Blibli, Bukalapak, and Lazada. The population in this study were all internet users who had made purchases online. The sampling technique used purposive sampling method with a total sample of 114 people. Data are obtained through an online questionnaire using Google Form. Data were analyzed using multiple linear regression tests. The results of this study indicate that email marketing has a negative effect on online buying behavior. Mobile marketing has a positive effect on online buying behavior. Retargeting has a positive effect on online buying behavior. Experiential marketing has a positive effect on online buying behavior.*

***Keywords:*** *Email Marketing, Mobile Marketing, Retargeting, Experiential Marketing, Online Purchasing Behavior*