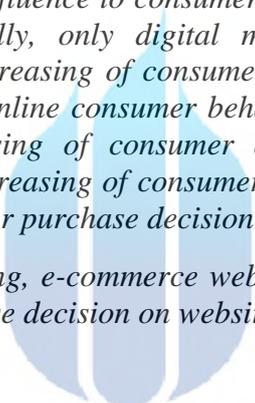


## **ABSTRACT**

*This study aims to examine and analyze the effect of digital marketing activities and online consumer behavior on the increasing of consumer awareness towards Campina e-commerce website and consumer purchase decision at Campina e-commerce website. Research data are primary data coming from online questionnaire sent through blast e-mail and direct interviews to all respondents, which selected from Campina e-commerce website consumers which located in DKI Jakarta, and at least had one transaction at e-commerce website. Sampling method that used is judgemental sampling (359 respondents). The analysis method used at this study is Structural Equation Modelling (SEM) with AMOS 22. The result showed that simultaneously digital marketing activities and online consumer behavior have significant influence to consumer purchase decision at Campina e-commerce website. Partially, only digital marketing activities has positive significant effect on the increasing of consumer awareness towards Campina e-commerce website. While online consumer behavior showed significant negative effect towards the increasing of consumer awareness towards Campina e-commerce website.. The increasing of consumer awareness also showed negative significant effect to consumer purchase decision on Campina e-commerce website.*

*Keywords : digital marketing, e-commerce website, consumer awareness, online consumer behavior, purchase decision on website*



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## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh antara kegiatan pemasaran digital dan perilaku konsumen secara online terhadap peningkatan kesadaran konsumen dan keputusan pembelian konsumen via website, dalam studi kasus di e-commerce website PT. Campina Ice Cream Industry. Data penelitian merupakan data primer yang didapat dari pengolahan data kuesioner yang disebar lewat e-mail blast dan wawancara langsung ke para pelanggan e-commerce Campina yang berdomisili di propinsi DKI Jakarta, dan pernah bertransaksi setidaknya satu kali di e-commerce website Campina. Metode sampling yang dipergunakan adalah judgement sampling (359 responden). Metode analisis yang digunakan dalam penelitian ini adalah SEM, dengan pengolahan data AMOS 22. Hasil penelitian menunjukkan bahwa kegiatan pemasaran digital dan perilaku konsumen secara online secara simultan berpengaruh signifikan positif terhadap keputusan pembelian di e-commerce website Campina. Secara parsial, hanya kegiatan pemasaran digital yang berpengaruh signifikan positif terhadap peningkatan kesadaran konsumen terhadap e-commerce website Campina, sedangkan perilaku konsumen secara online berpengaruh signifikan negatif. Peningkatan kesadaran konsumen secara online sebagai variabel intervening juga berpengaruh signifikan negatif terhadap keputusan pembelian konsumen di e-commerce website Campina.

Kata kunci : pemasaran digital, e-commerce website, kesadaran konsumen, perilaku konsumen secara online, keputusan pembelian di website

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