

## The Role of Digital Marketing in Increasing Consumer Buying Interest in the Shopee Marketplace

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### ABSTRACT

In recent years, Indonesian people have been fond of shopping online (e-commerce) through marketplaces, one of which is Shopee. Buying interest is a manifestation of consumer attraction to a company's products or services. This study aims to determine the role of digital marketing in consumer buying interest, especially in the Faculty of Economics and Business, University of Muhammadiyah Sidrap. This study uses a quantitative method. Students of the Faculty of Economics and Business, University of Muhammadiyah Sidrap are the population of the study which amounted to 245 people, the total sample used was 15% of the total population or 36 respondents. Data collection uses the questionnaire method. The instrument used was a questionnaire using a Likert scale. Data analysis using SPSS (Statistical Package for the Social Sciences) software, this research will be carried out at the Faculty of Economics and Business

## INTRODUCTION

According to O'brien (Medan Area University by PDAI, 2023) internet is a computer network that is growing rapidly and is useful for various type interest, start from interest business, education, until into the network government Which can each other relate to each other. Survey of the Internet Service Providers Association Indonesia (APJII) internet penetration in Indonesia reached 78.19% in in 2023 or reaching 215,626,156 people from a total population of 275,773,901 soul (Arlinda et al., n.d.). A number of year final This public Indonesia currently like shop in a way on line ( e- commerce ). This is then exploited by business people ( entrepreneur ) For promote the product in a way digital (digital marketing ). Digital marketing is marketing Which done with use access Internet, utilise media social And device digital other.

Matsuura in his book which title Security, Rights, and Liabilities in E-Commerce, explains that the marketplace is network global and transaction commercial And connection economy Which supported by the internet economy as well as other forms of technology modern information and telecommunications. In this case, the marketplace becomes intermediary between seller on line and consumer (Desi Wijaya, 2020). Marketplaces on basically The same with market normal (conventional), only just market conventional is market physique Where between seller and consumers meet in a way direct whereas marketplace is a website that provides a place for business people online consumers can access it anytime and anywhere, one of which is the marketplace Shopee.

Limitations warranty and service full sell a number of product may have limited warranty or after-sales service availability complicate things consumer if happen problem after purchasing. Research this can give outlook which valuable in optimize digital marketing strategies and improve experiences shopping consumer in Shopee. Power pull consumer later will generate a sense of buying interest from consumers themselves to buy the product they have in mind (Clarisa, 2020). Based on explanation background behind in on which has push writer for do study about "Role Digital Marketing to Increased Consumer Buying Interest in the Shopee Marketplace (Study Case Student Faculty Economy and Business University Muhammadiyah Sidenreng Rappang)".

## LITERATURE REVIEW

According to Koezier Barbara, a role is a set of behaviours in demand which expected by person other to somebody in accordance his position in something system (Gischa, 2023). Role can refers to the duties, position, or contributions expected of individual, organization, or element other in reach objective or carry out functions certain. According to Suhardono explain, "Role is set benchmark Which limit What behaviour Which must done by somebody Which occupy something position if conflicting can give rise to a role conflict, which occurs if there are hopes Which directed on position Which occupied No as it should be" (Khotimah, 2020). In context digital marketing And enhancement interest buy consumer on marketplace Shopee, "role" refers on not quite enough responsibility and contribution of digital marketing strategies in influencing consumer behaviour, increasing brand awareness, facilitating

process purchase, And influence decision by consumer. Thus, the role of digital marketing can be interpreted as: function or not quite enough answer in create influence positive on consumer buying interest in the context of online shopping platforms like Shopee.

Digital marketing is technique marketing Which done using digital media. The goal of digital marketing is reach a wider market with internet media (Tri Rachmadi, 2020). Digital marketing according to the American Marketing Association is activity, institution, as well as process Which done with utilize digital technology. The benefits of digital marketing are: create, provide information, and value more to consumers as well as stakeholders interest other (Sampoerna Universities, 2022).

## **METHODOLOGY**

Study this aim for now influence digital marketing on consumer buying interest in using the platform marketplace Shopee to student Faculty Economy and Business Sidrap Muhammadiyah University. In this research, there are two variable study that is interest buy (Y) as variable dependent, as well as digital marketing (X) as an independent variable. Then created various statement which spread in questionnaire with using indicators from these variables. Furthermore, program application device soft will used for handle And analyse data collected. Technique quantitative applied as method study. Study quantitative according to Sugiyono is something method study which is based on the philosophy of positivism, as a scientific method or scientific because it has fulfilled concrete scientific principles or empirical, objective, measurable, rational, as well as systematic (Alifa, ND). This quantitative method aims to test existing hypotheses determined which will be used to research the population as well certain samples, data collection using instruments study, as well as analysis that data nature quantitative or statistics. According to Sugiyono, the sample is a representation of size and population characteristics (Alifa, ND). Students of the Faculty of Economics and Sidrap Muhammadiyah University businesses are actively using it the Shopee marketplace platform for online shopping is a sample this research. The sampling technique used in this research that is Simple Random sampling , according to Sugiyono Simple Random Sampling (Setyo Wati, 2019) is sampling member sample from population Which done in a way random without notice level Which There is in that population.

## **RESULTS**

In do study to a number of sample/respondent so need done a number of testing moreover formerly that is testing validity and reliability. Test Validity is a test used to show the extent which measuring instrument is used to measure what is being measured (Mardiani Sanaky, 2021). According to Sumadi Suryabrata (2004: 28) Reliability shows the extent to which the measurement results are consistent tool the can trusted. Results measurement must reliable in the sense that it must have a level of consistency and stability (Mardiani Sanaky, 2021). Use instrument which valid and reliable in the data

collection process is expected to produce research results valid and reliable. This survey consists of two statement variables. The first is a digital or digital marketing statement marketing and which second is statement interest buy. Test validity and reliability were carried out on 30 respondents. Moment testing this instrument, the author used a computer program SPSS 16.

Measurement validity in study this done with use bivariate Pearson (Pearson Products Moments), that is technique correlation which count correlation between ratings every items questionnaire with total rating. In carrying out validity tests on second variables the researcher use Mark Significance P (Value). To determine the r table value with a sample of 30 where  $df = N - 2$ , then  $df = 30 - 2 = 28$ , with level significance 95% and a 5% so that in get it mark r table = 0.361 with assumption as following:

- a. Mark Significance  $< 0.05$  Conclusion Valid
- b. Significance value  $> 0.05$  Invalid As for test assessment criteria validity is:
  - a. If r count  $> r$  table, so items questionnaire the valid.
  - b. If r count  $< r$  table, so items questionnaire the no valid.

From results test validity to item- items statement show that all items statement about variables digital marketing declared valid or valid as well as all statement items For purchase interest to be declared valid or valid, this can be seen from a number of table below. From the table above it can be seen that the significance value of the variable digital marketing And interest buy is 0.00 Which Where more small from 0.05 or  $0.00 < 0.05$  so that can concluded that second variable correlated or there is connection. Based on the correlation coefficient value is positive, namely 0.910, then the direction of the relationship is positive. This shows that the more often people use digital marketing, the bigger also desire they for buy.

## DISCUSSION

Related data analysis which obtained based on rule correlation (Correlations Coefficient) if the significance is  $< 0.05$ , then  $H_0$  is rejected so And If its significance  $> 0.05$  so  $H_0$  accepted. So that If it is interpreted that the coefficient of 0.910 with a significance of 0.000 is less of 0.05, then  $H_0$  is rejected, meaning  $H_a$  is accepted, meaning there is a positive relationship significant relationship between the use of digital marketing and purchasing interest This means that the relationship between the two variables is directly proportional or in the same direction. From the results obtained in this calculation is 0.910. With no sign negative (-) so It means There is connection positive which significant between digital. Marketing with buying interest. Thus it can be concluded that the more high or the more often use digital marketing then the higher the interest in buying at the Shopee market place. Vice versa too If the use of digital marketing is low, buying interest will also be low. Results this research has similarities with previous research about the influence of digital marketing on purchasing interest in communication, whether with the addition of other variables or not. Study previously which done by (Shofwan Azhar S Annisa Oktapiani, 2021) Also has proven exists influence use digital marketing on consumer buying interest.

## CONCLUSIONS AND RECOMMENDATIONS

Based on results from study is known that there is a number of factor which influences the increase in consumer buying interest among Faculty students Economics and Business on the Shopee marketplace include informative products, products with clear descriptions, lots of offers and promos, availability recommendations from other users on Shopee that can influence decisions purchase consumer, And status sender product Which easy For tracked. Correlation results ( $r$ ) between variable X (Digital Marketing) and variable Y (Consumer Purchase Interest) which is 0.910. This means there is a positive relationship between digital marketing and purchasing interest consumer. Furthermore is known coefficient determination variable strategy digital marketing as big as 0.828 or 82.8%, It means variable digital marketing influence variable interest buy consumers amounted to 82.8% and the remaining 17.2% was influenced by other factors not examined in this research such as service quality, price, and so on. The increase in consumer buying interest in the Shopee marketplace can be influenced by various factors, including marketing strategy, service quality, trust consumer, And factors external other. A number of reason main Increased consumer buying interest on Shopee includes: promotional offers, Attractive discounts, vouchers and cashback can encourage consumers to shop more and increase buying interest, product diversity and the options available on Shopee allow consumers to discover product Which in accordance with need And preference they, The diversity of products and choices available on Shopee allows consumers to find product Which in accordance with need And preference they, review and positive testimonials from other consumers who have shopped at Shopee influence interest buy consumer potential, quality service customer, process delivery Which fast, And handling problem Which efficient can increase satisfaction consumer And interest buy they, as well as guarantee transaction security, consumer protection, and personal data security can help build trust consumer And increase interest buy.

Increasing consumer buying interest in the Shopee marketplace can be achieved through combination strategy marketing Which effective, focus on experience user Which Good, And giving mark plus Which significant for consumer. With understand factors which influence interest buy consumer, Shopee can keep going increase service and experience shopping for win consumers' hearts.

Based on from results study researcher try give suggestion, For still interested by customer And maintain its popularity especially among students, e-commerce platforms like Shopee are necessary continue to innovate, improve service quality, and pay attention consumer needs. By continuing to innovate, focus on customer satisfaction, and providing added value, Shopee can maintain customer interest, increase loyalty, And still relevant in market e-commerce which competitive.

## **FURTHER STUDY**

This research still has limitations so further research needs to be done on the topic "The Role of Digital Marketing in Increasing Consumer Buying Interest in the Shopee Marketplace."

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