

DIGITAL MARKETING STRATEGY: THE IMPACT OF MARKETING GIMMICKS, LOYALTY PROGRAMS AND PROMOTIONS ON CONSUMER REPURCHASE INTENTIONS IN THE E-COMMERCE INDUSTRY

ABSTRACT

The progress of the world of business and trade today is greatly influenced by advances in information technology and e-commerce. Now, consumers no longer need to go to physical stores if they are limited in time. By using a smartphone, consumers can easily order the products they want. This research aims to analyze the influence of marketing gimmicks, loyalty programs, promotions on consumers' repurchase intentions.

This research method uses a quantitative approach with primers. The research instrument was a questionnaire via Google Form, starting with a pilot test on 30 respondents to test validity and reliability, then distributed again to 200 respondents. The sampling method is nonprobability sampling with purposive sampling. The test stages carried out include validity test, reliability test, normality, multikolinearitas, heteroskedastisitas, analisis regresi linier berganda, t test, f test, coefficient of determination. The testing tool used is SPSS Version 29.

The results of this study indicate that all variables simultaneously affect consumers' repurchase intention. Gimmick marketing, loyalty programs, and promotions each have a partial effect on consumers' repurchase intention, with the most dominant variable influencing repurchase intention being the promotion variable.

Keywords: *Marketing Gimmick, Loyalty Program, promotion, Consumer repurchase intention*

(xiii + 63 + Attachment)