THE INFLUENCE OF E-COMMERCE SKILLS, PROMOTION IN SOCIAL MEDIA, AND INNOVATION ON MARKETING PERFORMANCE

ABSTRACT

Nurwulan Octaviani, 15216646.

The development of technology, the digital world and the internet also have an impact on the world of marketing. Currently, the marketing trend in the world is starting to shift from conventional (offline) to digital (online). According to we are social.com, there are 175.4 million internet users in Indonesia, which means that 64% of Indonesia's population already uses the internet. It can be seen that the large number of internet users in Indonesia creates enormous opportunities from various fields, one of which is the opportunity to market a product or service via the internet with various social media platforms and electronic commerce or e-commerce. This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and transact via the internet. This study aims to determine the effect of e-commerce capabilities, promotion on social media, and innovation on marketing performance.

This research uses purposive sampling technique which is included in the type of non-probability sampling, by distributing questionnaires to business owners who have used e-commerce as many as 100 respondents. The research instrument, namely the questionnaire, will be tested using validity and reliability tests which aim to obtain valid and consistent data. The analytical tool used is Multiple Linear Regression using SPSS 16 software.

The results showed that the ability of e-commerce, promotion on social media, and innovation had an effect on marketing performance. and the most dominant variable or the most influencing marketing performance on marketing performance is the ability of e-commerce.

Keyword: e-commerce capabilities, promotion on social media, innovation, marketing performance

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