

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh *Digital marketing* terhadap Minat beli produk *fashion* melalui *Online customer review* di shopee. Metode penelitian ini menggunakan metode kuantitatif. Data penelitian diperoleh dengan penyebaran kuesioner dengan menggunakan skala Likert. Sampel yang digunakan sebesar 96 responden. Penelitian ini menggunakan bantuan program *SmartPLS 3*. Hasil penelitian ini menunjukkan (1) *Digital marketing* berpengaruh positif dan signifikan terhadap minat beli produk *fashion* di shopee (2) *Digital marketing* berpengaruh positif dan signifikan terhadap *online customer review* (3) *Online customer review* berpengaruh positif dan signifikan terhadap minat beli produk *fashion* di shopee (4) *Digital marketing* berpengaruh terhadap minat beli produk *fashion* melalui *online customer review* di shopee.

Kata Kunci: *Digital Marketing, Minat Beli, Online Customer Review*

ABSTRACT

The aim of this research is to determine the influence of digital marketing on the interest in purchasing fashion products through online customer reviews on Shopee. This research method uses quantitative methods. Research data was obtained by distributing questionnaires using a Likert scale. The sample used was 96 respondents. This research uses the help of SmartPLS 3 program. The result of this research show (1) Digital marketing has a positive and significant effect on interest in buying fashion products at shopee (2) Digital marketing has a positive and significant effect on online customer reviews (3) Online customer reviews have a positive and significant effect significant influence on interest in buying fashion products on shopee (4) Digital marketing influences interest in buying fashion products through online customer reviews on shopee.

Keywords: *Digital Marketing, Purchase Interest, Online Customer Review.*