

**Pengaruh *Digital marketing* Dan Kualitas Produk Terhadap Mahasiswa  
Prodi Manajemen Undiksha Pada Pengguna *Marketplace* Shopee**

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**ABSTRAK**

Tujuan penelitian ini yaitu menginvestigasi bagaimana *digital marketing* dan kualitas produk mempengaruhi minat beli mahasiswa Program Studi Manajemen Undiksha di Shopee. Metode yang dipergunakan yakni regresi linear berganda melalui pendekatan kuantitatif. Untuk memilih sampelnya, digunakan teknik non probability sampling dan pengukuran dilakukan dengan penggunaan skala Likert. Sebanyak 93 responden dipilih melalui rumus Slovin. Data dikumpulkan dengan proses menyebarkan kuesioner dan dianalisis melalui program SPSS versi 25. Hasil studi inipun membuktikan *digital marketing* dan kualitas produk memiliki dampak yang substansial bagi minat beli mahasiswa Prodi Manajemen Undiksha di Shopee, baik secara parsial maupun keseluruhan. Kesimpulan dari kajian studi ini adalah peningkatan *digital marketing* dan kualitas produk dapat meningkatkan minat beli pada penjual *platform* Shopee.

Kata Kunci : *digital marketing*, kualitas produk, minat beli

***The Influence of Digital Marketing and Product Quality on Undiksha Management Study Program Students on Shopee Marketplace Users***

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***ABSTRACT***

*The aim of this research is to investigate how digital marketing and product quality influence Undiksha Management Study Program students' buying interest at Shopee. The method used is multiple linear regression using a quantitative approach. To select the sample, non-probability sampling techniques were used and measurements were carried out using a Likert scale. A total of 93 respondents were selected using the Slovin formula. Data was collected by distributing questionnaires and analyzed using the SPSS version 25 program. The results of this study also prove that digital marketing and product quality have a substantial impact on Undiksha Management Study Program students' buying interest at Shopee, both partially and completely. The conclusion from this study is that improving digital marketing and product quality can increase buying interest among Shopee platform sellers.*

*Keywords: digital marketing, product quality, purchase interest*