

**PENGARUH *DIGITAL MARKETING*, *BRAND AWARENESS*, DAN *TRUST*
TERHADAP PENJUALAN *ONLINE* DI KOTA SINGARAJA
(STUDI PADA *MARKETPLACE SHOPEE*)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) pengaruh *Digital Marketing* terhadap Penjualan *Online* pada *marketplace* Shopee di Kota Singaraja, (2) pengaruh *Brand Awareness* terhadap Penjualan *Online* pada *marketplace* Shopee di Kota Singaraja, (3) pengaruh *Trust* terhadap Penjualan *Online* pada *marketplace* Shopee di Kota Singaraja, dan (4) pengaruh *Digital Marketing*, *Brand Awareness*, dan *Trust* terhadap Penjualan *Online* pada *marketplace* Shopee di Kota Singaraja. Jenis penelitian ini adalah penelitian kuantitatif. Sampel penelitian berjumlah 147 responden yang ditentukan menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dianalisis menggunakan teknik regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) *Digital Marketing* berpengaruh positif dan signifikan terhadap Penjualan *Online*; (2) *Brand Awareness* berpengaruh positif dan signifikan terhadap Penjualan *Online*; (3) *Trust* berpengaruh positif dan signifikan terhadap Penjualan *Online*; dan (4) secara simultan *Digital Marketing*, *Brand Awareness*, dan *Trust* berpengaruh positif dan signifikan terhadap Penjualan *Online* pada *marketplace* Shopee di Kota Singaraja. Hasil ini menunjukkan bahwa peningkatan penjualan online dapat didorong melalui optimalisasi pemasaran digital, peningkatan kesadaran merek, dan penguatan kepercayaan konsumen.

Kata Kunci: *Digital Marketing*, *Brand Awareness*, *Trust*, Penjualan *Online*.

***THE INFLUENCE OF DIGITAL MARKETING, BRAND AWARENESS, AND
TRUST ON ONLINE SALES IN SINGARAJA CITY
(A STUDY OF THE SHOPEE MARKETPLACE)***

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ABSTRACT

This study aims to determine (1) the effect of Digital Marketing on online sales on the Shopee marketplace in Singaraja City, (2) the effect of Digital Marketing on online sales on the Shopee marketplace in Singaraja City, (3) the effect of Trust on online sales on the Shopee marketplace in Singaraja City, and (4) the effect of Digital Marketing, Digital Marketing, and Trust on online sales on the Shopee marketplace in Singaraja City. This research employs a quantitative approach. The study sample consisted of 147 respondents selected using a purposive sampling technique. Data were collected via questionnaires and analyzed using multiple linear regression. The results indicate that: (1) Digital Marketing has a positive and significant effect on online sales; (2) Digital Marketing has a positive and significant effect on online sales; (3) Trust has a positive and significant effect on online sales; and (4) Digital Marketing, Digital Marketing, and Trust simultaneously have a positive and significant effect on online sales on the Shopee marketplace in Singaraja City. These findings suggest that online sales growth can be driven by optimizing Digital Marketing, increasing Digital Marketing, and strengthening consumer Trust.

Keywords: Digital Marketing; Digital Marketing; Trust; Online Sales