

ABSTRACT

Indonesia's creative industry has benefited from the increasing development of digital technology. The number of internet users in Indonesia has increased from 88.1 million in 2014 to 175.4 million in 2019. Mesz store is one of the creative industry players from Bandung in the women's fashion sector that uses digital marketing to meet people's needs.

This research will be measured analyzes and sees the effect of using the E-marketing mix model which consists of product elements, price, promotion, customer service, community, security, site design that have an influence on consumer purchasing decisions of Mesz store. This research employed simple random sampling as the technique of sampling. There were 400 users as respondents

This research method uses the Structural Equation Model (SEM) and data processing in this study was carried out using the SmartPLS software. The result shows that the variable of price, promotion and site design variables had a positive effect on consumer purchasing decisions of Mesz store. and the purchasing decision variable can be explained by the E-Marketing mix variable of 91.1%.

Keywords : *Mesz Store, E-Marketing Mix, purchase decisions*