

ABSTRACT

In every business venture, marketing plays a vital role for the continuity of the business concerned, a business venture with mediocre product results can be successful only because the related company's marketing strategy is quite reliable.using the services of PT Armada Entitas Online (AREON). The research method used in this research is descriptive and verification method. The population in this study is prospective consumers who know the services of PT Armada Entitas Online (AREON). The sampling technique used is non-probability sampling, purposive sampling with a total of 130 respondents. While the analytical method used in this study is simple linear regression, and the coefficient of determination at a significant level of 5%. The results show that digital marketing has an effect on buying interest, which means that digital marketing carried out by PT Armada Entitas Online (AREON) is able to increase business actors' interest in using the services of PT Armada Entitas Online (AREON). Digital marketing has an influence on buying interest by 52.6% while the remaining 47.4% is a contribution from other variables.

Keywords: Marketing Communication, Digital Marketing, Buying Interest