

ABSTRACT

E-commerce is now growing rapidly accompanied by the development of digital marketing which causes changes in the journey of buyers that marketers and companies need to pay attention to in marketing strategies. Because in the data of the top e-commerce players 2021 Q1 there are changes in the best e-commerce in Indonesia judging from the number of website visits, but there is a fairly high difference between the number of social media followers such as Twitter, Instagram, and Facebook and the ranking of play stores and app stores with the number of website visits. Researchers analyzed the influence between play store, apps store and twitter, instagram, and facebook ranking variables on website visits to significant influences or not, and the factors that would be formed if they reduced the variables involved, as well as significant influences when using EFA data results.

The research method used is multiple linear regression and EFA uses R Studio from data obtained from the Iprice website from 2017 to 2021. The results found in this study are that simultaneously playstore rank, appstore rank, Twitter, Instagram, and Facebook have a positive and significant effect on website visits. Partially playstore rank and appstore rank do not have a significant influence on website visits judging from a probability greater than 5%, then Twitter and Instagram have a positive and significant influence on website visits seen from a probability smaller than 5%, but on Facebook does not have a significant influence on website visits seen from probabilities greater than 5%.

In comparison, the results of the reduction using the EFA of the previous variable indicate the existence of two factors formed and declared sufficient with chi square 0.45 at the degree of 1 and with a p-value of 0.502. The first factor in mobile application (MobileApps) and the second factor is called Social Medi (SocMed). The results of EFA data were then conducted regression tests again, then found simultaneous results that MobileApps and SocMed have a significant influence on website visits, and partially MobileApps have a significant effect on website visits as well as SocMed positively and significantly affect website visits.

This analysis provides information and evidence that can later be used by companies, especially the mFarketing part in attracting customers to their websites or online stores by looking at the influence of social media followers and mobile app rankings which are variables in the analysis of the top e-commerce player used by Iprice. The originality of the study was from the difference that previous studies used quantitative methods with primary data and questionnaires using the likert scale. The study used secondary data with multiscale.

Keywords : social media, Mobile App, website visit, e-commerce