

ABSTRACT

The high number of Shopee platform users for online shopping in Indonesia, the footwear brand takes advantage of advertising features and develops advertising strategies on the platform such as search ads, similar product ads, automatic product ads and live ads. With this feature, the Kurva Footwear marketing team has a strategy and calculation of advertising costs used for automatic search ads, to ads for each available product. The reason for choosing footwear curve is because the products are in demand by online shop buyers, good advertising marketing and sales continue to increase.

The method used in this study is quantitative with descriptive and causal research types. The population in this study were Kurva Footwear consumers who had made purchases at Kurva Footwear. Sampling used a purposive sampling technique with a total of 100 respondents. The data analysis technique used in this study was descriptive analysis, classical assumption test and partial t-test. The results of the t-test showed that the results of the t-test obtained a calculated t value on the e-commerce ads variable (X) of 5,132 and a significant value of 0.005. Thus, it can be concluded that the t-value (5.132) > t-table value (1.985) and the significant value of 0.000 < 0.050, so H₀ is rejected, meaning that the ecommerce ads variable (X) has a significant partial effect on the purchase intention variable (Y) on the Footwork Curve

It can be concluded that Instagram social media education and the integrity of the GoTo ecosystem partially or simultaneously e-commerce have a significant partial effect on purchase intention on the Footwork Curve. Therefore, for further researchers, it is recommended that e-commerce content should always be innovative, creative and interesting so that users feel happy and satisfied with educational content through Shopee.

Keywords: E-Commerce Ads, Purchase Intention, Brand Footwork Curve.