The Influence Of Social Media, Marketplace, And Delivery Services On Marketing Performance (Case Study Of Alur Cerita Handmade Shop In Kalanganyar, Karanggeneng, Lamongan), Jazilatun Nashihah, Ali Muhajir, Martha Laila Arisandra, 2024, Student Of Management Department, Faculty Of Economics Darul 'Ulum Lamongan Islamic University.

ABSTRACT

This research aims to determine the influence of social media, marketplaces and delivery services on marketing performance partially and simultaneously. The variables used in this research are social media, marketplace and delivery services as independent variables and marketing performance as the dependent variable. The population of this research is all customers of Alurcerita Handmade Karanggeneng Lamongan. This research used a simple random sampling method with the Cochran formula to obtain a sample of 96 respondents. The data collection technique uses a questionnaire method which has been tested for validity and reliability. This research produces findings that (1) partially social media, marketplaces, and delivery services have a significant effect on marketing performance with the results of the T test analysis. Social Media Variable = 6,402 > ttable = 1.986, Marketplace Variable tcount = 2,010 > ttable = 1.986, Service Variable delivery tcount = 5,036 > ttable = 1.986, with , with all significant values 0.00 < 0.05. (2) Social media, Marketplace, and delivery services together simultaneously influence the marketing performance variable with the Fcount test results being greater than Ftable of 14,700 > 2.70 and a significant value of 0.00 < 0.05. (3) Meanwhile, R square is 0.324, indicating that 32% of marketing performance variables are influenced by social media, marketplaces and delivery services. Meanwhile, the remaining 68% was influenced by other variables not studied.

Keywords: Social media, Marketplace, Delivery services, and Marketing performance

Pengaruh Media Sosial, Marketplace, Dan Jasa Pengiriman Terhadap Kinerja Pemasaran (Studi Kasus Toko Alur Cerita Di Desa Kalanganyar Kecamatan Karanggeneng Kabupaten Lamongan) Jazilatun Nashihah, Ali Muhajir, Martha Laila Arisandra, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh media sosial, marketplace dan jasa pengiriman terhadap kinerja pemasaran secara parsial dan simultan. Variabel yang digunakan dalam penelitian ini adalah media sosial, marketplace dan jasa pengiriman sebagai variabel bebas dan kinerja pemasaran sebagai variabel terikat. Populasi penelitian ini adalah seluruh pelanggan Alurcerita Handmade Karanggeneng Lamongan. Penelitian ini menggunakan metode simple random sampling dengan rumus cochran sehingga diperoleh sampel sejumlah 96 responden. Dengan teknik pengumpulan data menggunakan metode kuesioner yang telah diuji validitas dan reliablitiasnya. Penelitian ini menghasilkan temuan bahwa (1) secara parsial media sosial, marketplace, dan jasa pengiriman berpengaruh signifikan terhadap kinerja pemasaran dengan hasil analisis uji T Variabel Media sosial = 6.402 > ttabel = 1,986, Variabel Marketplace thitung = 2.010 > ttabel = 1,986, Variabel Jasa pengiriman thitung = 5.036 > ttabel = 1,986, dengan , dengan seluruh nilai signifikan 0,00 < 0,05. (2) Media sosial, Marketplace, dan Jasa pengiriman bersama-sama berpengaruh secara simultan terhadap Variabel Kinerja pemasaran dengan hasil uji Fhitung lebih besar dari Ftabel sebesar 14.700 > 2,70 dan nilai signifikan 0,00 < 0,05. (3) Sedangkan R square sebesar 0,324 menunjukkan bahwa 32% Variabel Kinerja pemasaran dipengaruhi oleh Media sosial, Marketplace, dan Jasa pengiriman. Sedangkan sisanya sebesar 68% dipengaruhi oleh variabel lain yang tidak diteliti.

Kata Kunci: Media sosial, Marketplace, Jasa pengiriman, dan Kinerja pemasaran