

***The Influence of Customers and Conversations on Sales Success
Through the Application of Digital Marketing in UD. Primadona
Jember***

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ABSTRACT

The COVID-19 pandemic at the beginning of 2020 had a huge impact on the development of MSMEs in Indonesia, so industry owners were looking for other ways to continue to market and sell products so that they could continue. One of the methods used is through digital marketing. One of the SMEs, namely UD. Primadona also uses this marketing technique to maintain business continuity. This study aims to analyze purchasing activities using digital marketing and other marketplaces. This research was conducted to determine the factors of customers and conversations on the success of sales and with the application of digital marketing to the sale of souvenirs at UD. Primadona using SEM (Structural Equation System) analysis method PLS (Partial least system). Based on the results of the analysis of the relationship between customers does not significantly affect the success of sales at UD. prima donna. The relationship between conversations has no significant effect on sales success at UD. prima donna. The relationship between customers has no significant effect on the implementation of digital marketing at UD. prima donna. The relationship between the conversation has a significant effect on the application of digital marketing and the relationship between the application of digital marketing has a significant effect on the success of sales at UD. The prima donna of Jember Regency.

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