

## ABSTRACT

***Abstract:** The purposes of this study is to analyze the effect of digital marketing, perceived ease of use, product variety on purchase intention and purchase decision. This study also analyze the effect on purchase intention on purchase decision. The population of this research are all Shopee customer in JABODETABEK area. The samples of this research are 200 respondents by online questionnaires with the nonprobability sampling technique with purposive sampling. The technique of data analysis used in this study was PLS and proceed using SmartPLS 3.0. The results of this study indicate that : (a) digital marketing and perceived ease of use has positive and significant effect on purchase intention ; (b) product variety has negative and insignificant effect on purchase intention ; (c) digital marketing, product variety and purchase intention has positive and significant effect on purchase decision ; (d) perceived ease of use has negative and insignificant effect on purchase decision.*

***Keywords :**Digital Marketing, Perceived Ease Of Use, Product Variety, Purchase Intention, Purchase Decision*