

Abstrak

Pandemi Covid-19 telah mempercepat peralihan ke platform digital seperti *e-commerce*. Pertumbuhan *e-commerce* berdampak pada bisnis di berbagai industri. Skripsi ini menyelidiki dampak pelatihan pemasaran digital terhadap profitabilitas *e-commerce*, dengan fokus pada industri akomodasi dan layanan makanan di Indonesia. Dengan memanfaatkan data dari survei *e-commerce* 2023 oleh Badan Pusat Statistik Indonesia, studi ini mengeksplorasi bagaimana penerimaan pelatihan dan tingkat pelatihan memengaruhi perubahan pendapatan *e-commerce* dalam situasi pascapandemi. Dengan menggunakan model regresi Weighted Least Squares, studi ini menemukan bahwa perusahaan yang telah menerima pelatihan pemasaran digital mengalami perubahan positif yang signifikan dalam pendapatan *e-commerce* mereka. Namun, dampaknya bervariasi tergantung pada tingkat pelatihan. Temuan tersebut menyoroti pentingnya program pelatihan pemasaran digital untuk meningkatkan profitabilitas *e-commerce*.

Keywords: e-commerce, digital marketing, training, profitability.

ABSTRACT

The Covid-19 pandemic has accelerated the shift towards digital platforms such as e-commerce. The growth of e-commerce impacted businesses across various industries. This thesis investigates the impact of digital marketing training on e-commerce profitability, focusing on the accommodation and food services industry in Indonesia. Utilising data from the 2023 e-commerce survey by Badan Pusat Statistik Indonesia, this study explores how receiving training and the level of training influence e-commerce income changes in the post-pandemic situation. Using Weighted Least Squares regression models, this study reveals that firms that have received digital marketing training experienced a significant positive change in their e-commerce income. However, the effect varies depending on the level of training. The findings highlighted the importance of digital marketing training programs to enhance e-commerce profitability.

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