

ABSTRACT

Along with the development of e-commerce today, many business actors are starting to create online shops. One of the online shops in Indonesia is Zalora Indonesia, which is a fashion center in Indonesia with insight into global fashion trends. The market in this industry is highly competitive with brands and is volatile and is characterized by many categories and types of products, but little is known about consumers' motivations to purchase, brand evaluations or their fashion perceptions. This proven fact makes fashion products occupy the top positions of the most frequently purchased products online. At this time, many e-commerce fashion companies have sprung up, but Zalora is one of the fashion sites that has the largest market share, especially in Indonesia.

This study proves that the existence of Interactive Communication, Incentive Program, User Experience, Brand Image and Purchase Decision of Zalora Indonesia's online shopping products, are accepted factors in order to increase sales in a marketing management, especially in Zalora Indonesia's online shopping to serve as material for consideration in determining policies that lead to an increase in Purchase Decisions, the existence of a Brand Image as a mediator of the influence of Interactive Communication, Incentive Programs and User Experience on Purchase Decisions on Zalora Indonesia's online shopping. The number of samples used was 152 respondents and had transacted and used the Zalora application in the last 6 months. Quantitative data will be implemented in the Statistical Package for the Social Science (SPSS) application as a data processing tool.

The results of this study indicate that Interactive Communication, Incentive Program and User Experience have a positive, significant effect on Brand Image, directly affect the increase in Purchase Decision. On the other hand, it is necessary to pay attention to the products produced by Zalora Indonesia, such as improving product quality so that the brand image is maintained from the public image that Zalora products are the best.

Keywords: Digital marketing. Interactive communication, incentive programs, user experience, brand image and purchasing decisions