

E-COMMERCE DAN DIGITAL MARKETING STRATEGI BERBASIS DATA DAN PSIKOLOGI PERILAKU UNTUK OPTIMALISASI KINERJA BISNIS DIGITAL

Mona Karina, S.E., M.M.
Dr. Ependi, S.E., M.M.
Dr. Didin Hikmah Perkasa, S.E., M.M.



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Penulis : Mona Karina, S.E., M.M., Dr. Ependi, S.E., M.M., dan Dr. Didin Hikmah Perkasa, S.E., M.M.
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Penyunting Naskah : Dr. Ependi, S.E., M.M.
Tata Letak : Ananda Salsa Sabila, S.S.
Desain Sampul : Novikean Keysah Sanisri

Penerbit

PT Yapindo Jaya Abadi

Jl. Tanjung Duren Raya No. 89 C RT 06/RW 05, Kelurahan Tanjung Duren Selatan, Kecamatan Grogol Petamburan, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11470

E-Mail : yapjadi@gmail.com

Website : yapindo.co.id

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KATA PENGANTAR

Puji syukur ke hadirat Tuhan Yang Maha Esa atas rahmat dan karunia-Nya, sehingga buku ajar berjudul *E-Commerce dan Digital Marketing Strategi Berbasis Data dan Psikologi Perilaku untuk Optimalisasi Kinerja Bisnis Digital* dapat hadir di tengah masyarakat sebagai bacaan yang inspiratif dan relevan dengan perkembangan zaman. Buku ini disusun sebagai upaya untuk memberikan pemahaman yang komprehensif mengenai perkembangan ekosistem bisnis digital yang semakin dinamis dan kompetitif.

Perkembangan teknologi informasi telah mengubah secara signifikan cara perusahaan berinteraksi dengan konsumen. E-commerce dan digital marketing kini tidak hanya menjadi sarana promosi, tetapi telah berkembang menjadi strategi utama dalam membangun hubungan jangka panjang dengan pelanggan. Dalam konteks ini, pemanfaatan data serta pemahaman psikologi perilaku konsumen menjadi faktor penting dalam menciptakan strategi bisnis yang efektif, efisien, dan berkelanjutan.

Buku ini membahas konsep dasar e-commerce dan digital marketing, pendekatan berbasis data (data-driven marketing), serta penerapan psikologi perilaku dalam memahami keputusan konsumen. Selain itu, buku ini juga mengulas berbagai strategi praktis yang dapat diterapkan dalam pengelolaan bisnis digital, mulai dari segmentasi pasar, personalisasi konten, hingga optimalisasi konversi penjualan.

Semoga buku ini dapat menjadi referensi yang bermanfaat serta memberikan kontribusi dalam pengembangan ilmu pengetahuan, khususnya di bidang e-commerce dan digital marketing.

Jakarta, Juni 2026

Tim Penyusun

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Buku ajar berjudul E-Commerce dan Digital Marketing Strategi Berbasis Data dan Psikologi Perilaku untuk Optimalisasi Kinerja Bisnis Digital ini membahas secara komprehensif bagaimana data dan perilaku konsumen dapat dimanfaatkan untuk meningkatkan efektivitas strategi pemasaran digital. Pembaca akan diperkenalkan pada konsep dasar e-commerce, perkembangan digital marketing, serta integrasi teknologi analitik dalam pengambilan keputusan bisnis.

Selain itu, buku ini juga menguraikan penerapan psikologi perilaku dalam pemasaran digital, seperti bagaimana konsumen membuat keputusan, faktor yang memengaruhi pembelian, serta strategi untuk meningkatkan keterlibatan pelanggan. Berbagai studi kasus dan pendekatan praktis turut disajikan untuk memberikan gambaran nyata implementasi strategi digital di dunia bisnis.

Dengan bahasa yang mudah dipahami, buku ini ditujukan untuk masyarakat umum yang ingin memperdalam pemahaman tentang strategi bisnis digital modern. Buku ini diharapkan dapat menjadi panduan dalam merancang strategi e-commerce dan digital marketing yang lebih efektif, adaptif, dan berorientasi pada peningkatan kinerja bisnis.

