

ABSTRACT

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BUYING INTEREST IN INDONESIA'S MARKETPLACE, TOKOPEDIA AND SHOPEE

Over time and the advancement of company technology, the company is increasingly encouraged to use advanced technology. To continue to win the increasing competition. At this time, technology is a source of help for many people. The development of Tokopedia is very fast because Tokopedia makes it easy for people to open businesses and shop without having to waste their time going to shops or shopping malls. Shopee As one of the marketplace champions in the region, especially in "mobile-first" countries, Shopee is a mobile and diversified online shop that also provides a casual web shopping experience. The use of technology is expected to provide great benefits to the competitive business world. Shopee's female visitors reached 4.9 million and male visitors differed only slightly at 4.8 million. Meanwhile, male visitors to Tokopedia reached 7.5 million and female visitors only 5.6 million visitors in December 2018.

Keywords: Purchase interest, marketplace