

INTISARI

Analisis Jumlah Upload, Subscriber, dan Video Views Terhadap Jumlah Pengunjung *E-commerce* Di Indonesia (Studi kasus Youtube)

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Penelitian ini bertujuan untuk menganalisis dampak jumlah *upload*, *subscriber*, dan *video views* terhadap jumlah pengunjung *e-commerce*. Pada penelitian ini menggunakan penelitian *eksploratif* pada beberapa *variabel* yang terdapat *platform* youtube sebagai objek penelitian sehingga mampu menghasilkan rasio yang relevan. Data yang digunakan adalah data sekunder yang diperoleh dari *Social Blade* dan *SimilarWeb* data yang diperoleh dari dataset yaitu dari jumlah *upload*, *subscriber* dan *video views* terhadap jumlah pengunjung 50 *e-commerce* di indonesia . Data dianalisis dengan menggunakan regresi linier berganda. Melalui analisis data eksploratif penelitian ini memberikan kesimpulan bahwa jumlah *upload* tidak berdampak terhadap jumlah pengunjung *e-commerce*, sedangkan *subscriber* dan *video views* berdampak positif terhadap jumlah pengunjung *e-commerce*. Penelitian ini memberikan beberapa implikasi penting bagi *e-commerce*. Pertama, *e-commerce* perlu meningkatkan kualitas *upload video* youtube mereka untuk menarik lebih banyak pengunjung. Kedua, *e-commerce* perlu meningkatkan jumlah *subscriber* dengan membuat konten yang menarik dan informatif. Ketiga, *e-commerce* perlu meningkatkan jumlah *video views* dengan mempromosikan video mereka di media sosial dan platform lainnya.

Kata Kunci: Jumlah Upload, Subscriber, Video Views, YouTube, E-commerce, Jumlah Pengunjung

ABSTRACT

ANALYSIS OF THE NUMBER OF UPLOADS, SUBSCRIBERS, AND VIDEO VIEWS ON THE NUMBER OF E-COMMERCE VISITORS IN INDONESIA (A CASE STUDY: YOUTUBE)

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The purpose of this study was to analyze the effect of the number of uploads, subscribers, and video views on the number of e-commerce visitors. This research used an exploratory research on several variables found on the YouTube platform as the research object, thus being able to produce relevant ratios. The data used were secondary data obtained from Social Blade and SimilarWeb data obtained from the dataset, namely the number of uploads, subscribers, and video views on the number of visitors to 50 e-commerce sites in Indonesia. The data were analyzed using multiple linear regression. Through exploratory data analysis, this study concluded that the number of uploads did not affect the number of visitors to e-commerce, while subscribers and video views positively affected the number of visitors to e-commerce. This study provides several important implications for e-commerce. First, e-commerce needs to improve the quality of their YouTube video uploads to attract more visitors. Second, e-commerce needs to increase the number of subscribers by creating engaging and informative content. Third, e-commerce needs to increase the number of video views by promoting their videos on social media and other platforms.

Keywords: *Uploads, Subscribers, Video Views, YouTube, E-commerce, Number of Visitors.*