

## ABSTRACT

Due to technological advances and internet advancements, online trading technology is created which is integrated with a system called E-commerce. e-commerce is used to describe all transactions using electronic media. The object of research used is the Shopee e-commerce application. To reach the global market, a company needs to conduct marketing activities via the internet. However, it is necessary to have a qualified digital marketing role in order to provide good results. Digital marketing tools used in this research are Pay per click, Search engine optimization, Affiliate marketing, Online public relations, Social media marketing.

The purpose of this study is to find out what factors are formed in the use of Shopee digital marketing, and to find out what factors are the most dominant in the use of Shopee digital marketing. So that the population used in this study are users of e-commerce applications in Q3 2020. And the sample obtained using the slovin formula is 399 which is rounded up to 400 samples. The non-probability sampling technique is purposive sampling where the determination of respondents to be used as samples is based on certain criteria. Collecting data using a questionnaire. The data analysis technique used in this study is factor analysis and the use of confirmatory factor analysis.

The result of this research is the formation of three new factors after passing the factor analysis, which has a factor loading value, which is sorted from the largest to the smallest number. Then the information and promotion factors get the highest contribution value with the presence of a variance of 37.179%. These results are used as conclusions, suggestions for companies, and suggestions for further researchers.

**Keywords: Confirmatory Factor Analysis, E-Commerce, Digital Marketing, Electronic Media, Online, Global Market.**