

Observing the buying behavior of small and medium enterprises

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Abstrak: Pengembangan jagad digital saiki tuwuh kanthi cepet. Ing jaman digitalisasi iki, penting kanggo saben pemilik Usaha Mikro, Cilik, Menengah (UMKM) ngerti prilaku konsumen nalika toko produk sadurunge ngluncurake produk dhewe menyang pasar. Mula saben UMKM kudu nyetel strategi marketing kanthi nggunakake sistem online kanggo adol produke. Blanja liwat media online saiki wis dadi pakulinan masyarakat umum amarga kepenak. Jurnal iki nduweni tujuwan kanggo menehi kawruh marang masyarakat babagan sesambungan antarane prilaku konsumen lan belanja online.

Kata Kunci: Perilaku, Strategi, Toko Online.

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