

ABSTRACT

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Title: Peranan *Push Notification* Pada Aplikasi *Electronic Commerce* (*E-Commerce*)

The development of electronic commerce (e-commerce) in Indonesia is rapidly growing. More people are turning to use e-commerce applications in their smartphones to meet their needs. Push Notification in this case, is a short message that appears automatically on the smartphone screen where the application developer can send these messages even though the smartphone owner is not opening the application at the time. This study aims to determine the role of push notification on electronic commerce (e-commerce) applications that can affect consumers in terms of retaining them and influence their decision to make repeat transactions or orders. This research is a descriptive study with primary data sources in the form of interviews and secondary data in the form of documents, journals, and books concerned with this research.

Keywords: *E-commerce, Push Notification, Consumers*