

The Influence of Digital Marketing, Brand Image, Electronic Word Of Mouth To Purchase Decisions At SB Stores. Merch Septian Dwi Wicaksono, Ali Muhajir, Anna Fitriyatul Bilgis, 2023, Management Study Program, Faculty of Economics, Darul Ulum Lamongan Islamic University.

ABSTRAK

This study aims to find out that digital marketing, brand image and electronic word of mouth have a partial effect on purchasing decisions at SB stores. Merch, to find out that Digital Marketing, Brand Image and Electronic Word of Mouth have a simultaneous effect on Purchase Decisions at SB Stores. Merch.

The analytical method used is the Quantitative method with a total sample of 87 respondents obtained from the calculation of the Slovin formula using the Simple Random Sampling Technique. The tests used are Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, T-Test (Partial), F-Test (Simultaneous). Test-R2 (Coefficient of Determination).

The results of this study indicate that (1) Digital Marketing has a partial effect on Purchase Decisions, (2) Brand Image has a Partial effect on Purchase Decisions, (3) Electronic Word of Mouth has a Partial effect on Purchase Decisions, (4). Digital Marketing, Brand Image and Electronic Word Of Mouth have a simultaneous effect on Purchasing Decisions

Keywords: *Digital Marketing, Brand Image, Electronic Word Of Mouth, Purchase Decision*

Pengaruh Digital Marketing, Brand Image, Electronic Word Of Mouth Terhadap Keputusan Pembelian Pada Toko SB. Merch Septian Dwi Wicaksono, Ali Muhajir, Anna Fitriyatul Bilgis, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk Untuk mengetahui Digital Marketing, Brand Image dan Electronic Word Of Mouth berpengaruh secara Parsial terhadap Keputusan Pembelian Pada Toko SB. Merch, Untuk mengetahui Digital Marketing, Brand Image dan Electronic Word Of Mouth berpengaruh secara Simultan terhadap Keputusan Pembelian Pada TokoSB. Merch.

Metode Analisis yang digunakan adalah metode Kuantitatif dengan jumlah sampel 87 responden yang diperoleh dari perhitungan rumus Slovin dengan Teknik *Simple Random Sampling*. Uji yang digunakan yaitu Uji Validitas, Uji Reliabilitas, Uji Normalitas, Uji Multikolonieritas, Uji Heteroskedastisitas, Analisis Regresi Linear Berganda, Uji-T (Parsial), Uji-F (Simultan). Uji-R² (Koefisien Determinasi) sebesar 0,528 atau 52,8% jadi bisa diambil kesimpulan bahwa besarnya pengaruh variabel Digital Marketing, Brand Image dan Electronic Word Of Mouth terhadap keputusan pembelian sebesar 0,528 atau 52.8%.

Hasil penelitian ini menunjukkan bahwa (1) Digital Marketing, berpengaruh secara Parsial terhadap Keputusan Pembelian, (2) Brand Image berpengaruh secara Parsial terhadap Keputusan Pembelian, (3) Electronic Word Of Mouth berpengaruh secara Parsial terhadap Keputusan Pembelian, (4). Digital Marketing, Brand Image dan Electronic Word Of Mouth berpengaruh secara Simultan terhadap Keputusan Pembelian

Kata kunci: *Digital Marketing, Brand Image, Electronic Word Of Mouth, Keputusan Pembelian*