

The influence of digital marketing, brand image and product innovation on purchasing decisions on CV. Gendoel Sport Apparel, Aji purnomo, Ali Muhajir, Ariefah Sundari, 2023, Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University

ABSTRACT

This study aims to determine the effect of digital marketing, brand image, and product innovation on purchasing decisions of CV. Gendoel sport apparel both partially and simultaneously. This study uses a quantitative approach with a sample of 97 respondents, while the technique used in sampling is incidental sampling. The analytical method used in this research is validity test, reliability test, classical assumption test, hypothesis test multiple linear regression test and coefficient of determination test (R²). From the results of the analysis, the partial t test results for digital marketing variables $t_{count} (2.627) < t_{table} (1.661)$ with a significant value of $0.010 > 0.05$ partially digital marketing has a positive and significant influence on purchasing decisions. Brand Image variable $t_{count} (2.464) > t_{table} (1.661)$ with a significant value of $0.016 < 0.05$ partially brand image has a positive and significant influence on purchasing decisions. Product innovation variable $t_{count} (3.915) > t_{table} (1.661)$ with a significant value of $0.01 < 0.05$ partially product innovation has a positive and significant influence on purchasing decisions. Based on the simultaneous F test, it can be seen that $F_{count} (41.029) > F_{table} (2.70)$. It can be stated that simultaneously digital marketing (X1), brand image (X2), and product innovation (X3) influence purchasing decisions (Y).

Keywords : Digital marketing, Brand image, Product innovation, and Purchasing decision

Pengaruh *Digital Marketing*, *Brand Image* Dan Inovasi Produk Terhadap Keputusan Pembelian Pada CV. Gendoel Sport Apparel, Aji purnomo, Ali Muhajir, Ariefah Sundari, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *digital marketing*, *brand image*, dan inovasi produk terhadap keputusan pembelian CV. Gendoel sport apparel baik secara parsial maupun silmutan. Penelitian ini menggunakan pendekatan kuantitatif dengan sampel 97 responden, sedangkan teknik yang digunakan dalam pengambilan sampel yakni sampling insidental. Metode analisis yang digunakan pada penelitian ini yakni uji validitas, uji reabilitas, uji asumsi klasik, uji hipotesis uji regresi linear berganda dan uji koefisien determinasi (R^2). Dari hasil analisis yang di dapat hasil uji t parsial variabel *digital marketing* $t_{hitung} (2,627) < t_{tabel} (1,661)$ dengan nilai signifikan sebesar $0,010 > 0,05$ secara parsial *digital marketing* memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Variabel *brand Image* $t_{hitung} (2,464) > t_{tabel} (1,661)$ dengan nilai signifikan $0,016 < 0,05$ secara parsial *brand Image* memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian. Variabel inovasi produk $t_{hitung} (3,915) > t_{tabel} (1,661)$ dengan nilai signifikan $0,010 < 0,05$ secara parsial inovasi produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Berdasarkan uji F silmutan, terlihat bahwa $F_{hitung} (41,029) > F_{tabel} (2,70)$. Dapat dinyatakan bahwa secara silmutan *digital marketing* (X1), *brand image* (X2), dan inovasi produk (X3) berpengaruh terhadap keputusan pembelian (Y).

Kata kunci : *Digital marketing*, *Brand image*, Inovasi produk, dan Keputusan pembelian