

*The Influence of Digital Marketing, Word of Mouth, and Product Quality on Purchasing Decisions at Cart Cafe, Ni'amul Hadi, Ali Muhajir, Siti Shoimah, 2023, Management Study Program, Faculty of Economics, Darul 'Ulum Lamongan Islamic University.*

#### **ABSTRAK**

*The purpose of this study was to determine the effect of Digital Marketing, Word of Mouth, and Product quality on purchasing decisions at Gerbong Cafe. This research uses descriptive quantitative. The population of this research is consumers at the cafe carriages and the sample of this research is 98 people. Sampling technique using. The analysis method used is a questionnaire test, multiple linear regression test, classical assumption test, hypothesis test, coefficient of determination test (R<sup>2</sup>). The results of this study indicate that the digital marketing variable is positive and significant for purchasing decisions with the results  $t$  obtained  $t$  count  $2.427 > t$  table  $1.985$ . The Word of Mouth variable has a positive and significant effect on purchasing decisions  $t$  count  $3,699 > t$  table  $1,985$ . Product quality variable is positive and significant to purchasing decisions  $t$  count  $3.105 > t$  table  $1.985$ . Simultaneous test results  $f$  test shows  $f$  count  $138,658 > F$  table  $2,700$  which means that Digital marketing (X1), Word of Mouth (X2), and Product quality (X3) variables simultaneously affect purchasing decisions (Y) and Adjust values square  $0.81$  or  $81\%$*

**Keywords:** *Digital Marketing, Word of Mouth, Product quality, and purchasing decisions.*

**Pengaruh *Digital Marketing*, *Word of Mouth*, Dan *Product quality* Terhadap Keputusan Pembelian Pada Gerbong Cafe, Ni'amul Hadi, Ali Muhajir, Siti Shoimah, 2023, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul 'Ulum Lamongan.**

### **ABSTRAK**

Tujuan Penelitian ini adalah untuk mengetahui pengaruh *Digital Marketing*, *Word of Mouth*, Dan *Product quality* terhadap keputusan pembelian pada Gerbong Cafe. Penelitian ini menggunakan kuantitatif deskriptif. Populasi penelitian ini merupakan konsumen pada Gerbong cafe dan Sampel penelitian ini berjumlah 98 orang. Teknik pengambilan sampling menggunakan Metode Anisis yang di gunakan Uji kuisioner, Uji Regresi linier berganda, Uji Asumsi Klasik, Uji hepotesis, Uji koefisien Determinasi ( $R^2$ ). Hasil penelitian ini menunjukkan bahwa variabel *Digital marketing* positif dan signifikan terhadap keputusan pembelian dengan hasil t di dapatkan t hitung  $2.427 > t$  tabel 1.985. Variabel *Word of Mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian t hitung  $3.699 > t$  tabel 1.985. Variabel *Product quality* positif dan signifikan terhadap keputusan pembelian t hitung  $3.105 > t$  tabel 1.985. Hasil pengujian secara simultan Uji f menunjukkan f hitung  $138.658 > F$  tabel 2.700 yang berarti variabel *Digital marketing* (X1), *Word of Mouth* (X2), Dan *Product quality* (X3) secara bersama-sama berpengaruh terhadap keputusan pembelian (Y) dan nilai *Adjust squere* 0.81 atau 81 %

**Kata Kunci: *Digital Marketing*, *Word of Mouth*, *Product quality*, Dan Keputusan pembelian.**