

The Effect of Price, Promotion and Digital Marketing on Purchasing Decisions at the Ayx Music Studio N Shop Lamongan Shop, Ali Saifudin, Ali Muhajir, Ahmad Fathrur Rozi, Faculty of Economics, Darul 'Ulum Islamic University Lamongan

ABSTRACT

This study aims to determine the effect of price, promotion and digital marketing on purchasing decisions at Ayx Music Studio N Shop Lamongan. This research was conducted at Ayx Music Studio N Shop Lamongan which is located at Jl. Urip Sumoharjo No.18, Sukodadi, Kec. Sukodadi, Lamongan Regency, East Java 62253. This study uses quantitative research methods. The population in this study were consumers who took AYX Music Studio N Shop Lamongan. Sampling as many as 83 respondents using non probability sampling techniques. Data collection techniques in this study using interviews and questionnaires. The data analysis used is instrument test, multiple linear regression analysis test, classical assumption test, R2 determination coefficient test and hypothesis testing. Through the t test which is used to determine the effect of Price, Promotion and Digital Marketing on Purchasing Decisions at the Ayx Music Studio N Shop Lamongan store, the t test results of the Price variable ($2.411 > t \text{ table } (1.663)$) are significant at 0.01, the Promotion variable ($7.351 > t \text{ table } (1.663)$) with a significance of 0.00, and the Digital Marketing variable ($-1.301 < t \text{ table } (1.663)$) with a significance of 0.19. Which means that partially Price and Promotion have a positive influence and Digital Marketing has no significant effect on the Purchasing Decision variable. Through the f test, the results obtained $F_{hitung} 32.734 > F_{tabel} 2.720$, so that simultaneously the Price, Promotion and Digital Marketing variables affect the Purchasing Decision variable. Meanwhile, the R square obtained is 0.537, indicating that 53.7% of the Purchasing Decision variable is influenced by the price, promotion and digital marketing variables, while the remaining 46.3% is influenced by other variables not examined.

Keywords: Price, Promotion, Digital Marketing and Purchasing Decisions

Pengaruh Harga, Promosi Dan *Digital Marketing* Terhadap Keputusan Pembelian Pada Toko Ayx Music Studio N Shop Lamongan, Ali Saifudin, Ali Muhajir, Ahmad Fathrur Rozi, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Harga, Promosi Dan Digital Marketing Terhadap Keputusan Pembelian Pada Toko Ayx Music Studio N Shop Lamongan. Penelitian ini dilakukan di Toko Ayx Music Studio N Shop Lamongan yang beralamat di Jl. Urip Sumoharjo No.18, Sukodadi, Kec. Sukodadi, Kabupaten Lamongan, Jawa Timur 62253. Penelitian ini menggunakan metode penelitian kuantitatif. Populasi dalam penelitian ini adalah konsumen took AYYX Music Studio N Shop Lamongan . Pengambilan sampel sebanyak 83 responden dengan menggunakan teknik *non probability sampling*. Teknik pengumpulan data dalam penelitian ini menggunakan teknik wawancara dan kuisisioner. Analisis data yang digunakan adalah uji instrument, uji analisis regresi linier berganda, uji asumsi klasik, uji koefisien determinasi R^2 dan uji hipotesis. Melalui uji t yang digunakan untuk mengetahui pengaruh Harga, Promosi Dan Digital Marketing Terhadap Keputusan Pembelian Pada Toko Ayx Music Studio N Shop Lamongan didapatkan hasil uji t variabel Harga $(2.411) > t_{tabel} (1.663)$ dengan signifikan sebesar 0.01, variabel Promosi $(7.351) > t_{tabel} (1.663)$ dengan signifikan sebesar 0.00, dan variabel Digital Marketing $(-1.301) < t_{tabel} (1.663)$ dengan signifikan sebesar 0.19. Yang berarti secara parsial Harga dan Promosi memiliki pengaruh positif dan Digital Marketing tidak berpengaruh secara signifikan terhadap variabel Keputusan Pembelian. Melalui uji f diperoleh hasil $F_{hitung} 32.734 > F_{tabel} 2.720$, sehingga secara simultan variabel Harga, Promosi dan Digital Marketing berpengaruh terhadap variabel Keputusan Pembelian. Sedangkan R square diperoleh sebesar 0,537 menunjukkan bahwa 53,7 % variabel Keputusan Pembelian dipengaruhi oleh variabel harga, promosi dan digital marketing, sedangkan sisanya 46,3 % dipengaruhi variabel lain yang tidak diteliti.

Kata Kunci : Harga, Promosi, Digital Marketing dan Keputusan Pembelian