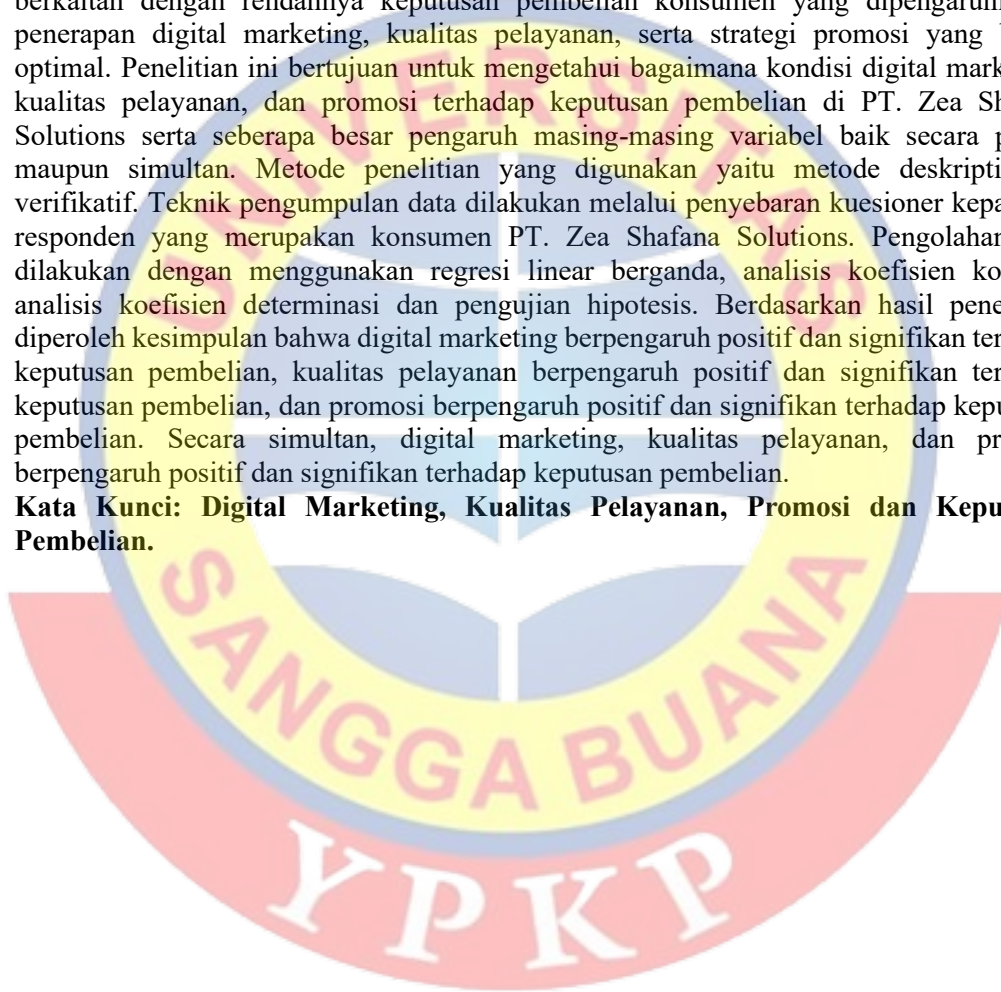


ABSTRAK

Perkembangan teknologi mengalami kemajuan yang sangat pesat, arus globalisasi yang semakin terbuka telah mendorong para pelaku usaha untuk terus berinovasi dan beradaptasi dengan perubahan zaman. Salah satu perubahan besar yang sangat terasa adalah hadirnya Revolusi Industri 4.0, yang membawa dampak luas terhadap berbagai aspek kehidupan manusia, termasuk dalam bidang *smart home and security system*. PT. Zea Shafana Solutions sebagai penyedia produk dan jasa di bidang tersebut menghadapi tantangan berupa penurunan penjualan pada periode Januari–Juli 2025. Kondisi ini diduga berkaitan dengan rendahnya keputusan pembelian konsumen yang dipengaruhi oleh penerapan digital marketing, kualitas pelayanan, serta strategi promosi yang belum optimal. Penelitian ini bertujuan untuk mengetahui bagaimana kondisi digital marketing, kualitas pelayanan, dan promosi terhadap keputusan pembelian di PT. Zea Shafana Solutions serta seberapa besar pengaruh masing-masing variabel baik secara parsial maupun simultan. Metode penelitian yang digunakan yaitu metode deskriptif dan verifikatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 89 responden yang merupakan konsumen PT. Zea Shafana Solutions. Pengolahan data dilakukan dengan menggunakan regresi linear berganda, analisis koefisien korelasi, analisis koefisien determinasi dan pengujian hipotesis. Berdasarkan hasil penelitian, diperoleh kesimpulan bahwa digital marketing berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, digital marketing, kualitas pelayanan, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Digital Marketing, Kualitas Pelayanan, Promosi dan Keputusan Pembelian.



ABSTRACT

The rapid advancement of technology and the increasingly open flow of globalization have encouraged businesses to continuously innovate and adapt to changing times. One of the most significant transformations is the emergence of the Industrial Revolution 4.0, which has had a broad impact on various aspects of human life, including the smart home and security system industry. PT. Zea Shafana Solutions, as a provider of products and services in this sector, faces challenges in the form of declining sales during the period of January–July 2025. This condition is assumed to be related to the low level of consumer purchasing decisions, which are influenced by the implementation of digital marketing, service quality, and promotional strategies that have not been fully optimized. This study aims to determine the condition of digital marketing, service quality, and promotion in relation to purchasing decisions at PT. Zea Shafana Solutions, as well as to measure the extent of their influence both partially and simultaneously. The research method employed is descriptive and verifictive, with data collected through questionnaires distributed to 89 respondents who are consumers of PT. Zea Shafana Solutions. The data were processed using multiple linear regression, correlation coefficient analysis, coefficient of determination analysis, and hypothesis testing. The results of the study indicate that digital marketing has a positive and significant effect on purchasing decisions, service quality has a positive and significant effect on purchasing decisions, and promotion also has a positive and significant effect on purchasing decisions. Simultaneously, digital marketing, service quality, and promotion together have a positive and significant effect on purchasing decisions.

Keywords: *Digital Marketing, Service Quality, Promotion, and Purchasing Decisions.*

