

ABSTRAK

Pengaruh *Digital Marketing* Dan Citra Merek Terhadap Keputusan Pembelian Kopi Rannum Space Di Indramayu

Silfi Arimbi Dwi Lestari

Persaingan *coffee shop* di era digital semakin ketat dengan hadirnya konsep unik dan promosi kreatif. Rannum Space Indramayu mengalami fluktuasi pendapatan akibat efektivitas *digital marketing* dan citra merek, sehingga perlu dikaji faktor penentu keputusan pembelian. Penelitian ini menggunakan metode kuantitatif deskriptif-verifikatif dengan 100 responden yang diperoleh melalui *incidental sampling*. Data dianalisis menggunakan regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan *digital marketing* dan citra merek berpengaruh positif signifikan terhadap keputusan pembelian, baik secara simultan ($F_{hitung} 24,743 > F_{tabel} 3,09$; $sig. 0,000 < 0,05$) maupun parsial (*digital marketing* thitung 3,696; citra merek thitung 4,016 > ttabel 1,984). Nilai R^2 sebesar 0,270 mengindikasikan 27% keputusan pembelian dipengaruhi kedua variabel, sedangkan 73% oleh faktor lain. Penelitian ini berkontribusi untuk membuktikan bahwa penilaian konsumen terhadap *digital marketing* dan citra merek berperan penting dalam memengaruhi keputusan pembelian yang akan dilakukan.

Kata Kunci : Citra Merek, *Digital Marketing*, Keputusan Pembelian



ABSTRACT

The Influence of Digital Marketing and Brand Image on Purchasing Decisions of Rannum Space Coffee in Indramayu

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Competition among coffee shops in the digital era is increasingly intense with the emergence of unique concepts and creative promotions. Rannum Space Indramayu has experienced fluctuating revenue due to the effectiveness of digital marketing and brand image, making it necessary to examine the factors influencing consumer purchasing decisions. This study employed a quantitative descriptive-verify method with 100 respondents obtained through incidental sampling. Data were analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination. The results show that digital marketing and brand image have a significant positive effect on purchasing decisions, both simultaneously ($F_{count} 24.743 > F_{table} 3.09$; sig. $0.000 < 0.05$) and partially (digital marketing $t_{count} 3.696$; brand image $t_{count} 4.016 > t_{table} 1.984$). The R^2 value of 0.270 indicates that 27% of purchasing decisions are influenced by these two variables, while 73% are affected by other factors. This research contributes by demonstrating that consumer assessments of digital marketing and brand image play an important role in influencing purchasing decisions.

Keywords: *Brand Image, Digital Marketing, Purchasing Decision*

