

ABSTRAK

Zelica Trixy Fatiha, 2026. Pengaruh *Digital Marketing* Dan Inovasi Produk Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Konsumen Sebagai Variabel Mediasi Pada Umkm Di Kawasan Pahlawan *Street Center* (Psc) Kota Madiun Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Heny Sidanti S.E., M.M. Pembimbing II : Dian Citaningtyas Ari Kadi, S.E., M.M.

Penelitian ini bertujuan memperoleh bukti empiris mengenai pengaruh digital marketing dan inovasi produk terhadap keputusan pembelian ulang melalui kepuasan konsumen sebagai variabel mediasi pada UMKM di Kawasan Pahlawan *Street Center* (PSC) Kota Madiun. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif. Sampel penelitian berjumlah 385 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa *digital marketing* dan inovasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian ulang serta kepuasan konsumen. Kepuasan konsumen juga berpengaruh positif dan signifikan terhadap keputusan pembelian ulang. Selain itu, kepuasan konsumen terbukti mampu memediasi pengaruh digital marketing dan inovasi produk terhadap keputusan pembelian ulang pada UMKM di Kawasan Pahlawan *Street Center* (PSC) Kota Madiun.

Kata Kunci: *Digital Marketing*, Inovasi Produk, Kepuasan Konsumen, Keputusan Pembelian Ulang

ABSTRACT

Zelica Trixy Fatiha, 2026. The Influence of Digital Marketing and Product Innovation on Purchasing Decisions Through Consumer Satisfaction as a Mediating Variable in MSMEs in the Zelica Trixy Fatiha, 2026. The Influence of Digital Marketing and Product Innovation on Repurchase Decisions Mediated by Consumer Satisfaction among MSMEs in the Pahlawan Street Center (PSC) Area, Madiun City. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Heny Sidanti, S.E., M.M. Supervisor II: Dian Citaningtyas Ari Kadi, S.E., M.M.

This study aims to obtain empirical evidence regarding the influence of digital marketing and product innovation on repurchase decisions, mediated by consumer satisfaction, among MSMEs in the Pahlawan Street Center (PSC) area of Madiun City. The study employs a quantitative approach with a descriptive research design. The sample consists of 385 respondents selected using purposive sampling. Data were collected via questionnaires and analyzed using SPSS 25. The results indicate that digital marketing and product innovation have a positive and significant influence on both repurchase decisions and consumer satisfaction. Consumer satisfaction also has a positive and significant influence on repurchase decisions. Furthermore, consumer satisfaction was found to mediate the influence of digital marketing and product innovation on repurchase decisions among MSMEs in the Pahlawan Street Center (PSC) area of Madiun City.

Keywords: *Digital Marketing, Product Innovation, Consumer Satisfaction, Repurchase Decision*