

ABSTRAK

Della Ayu Febriana Putri Setyawan. 2026. *Pengaruh Digital Marketing, Brand Image, E-WOM dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus pada UMKM Tahu Bakso Onichan di Kota Madiun)*. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diyah Santi Hariyani, S. E., M. Si., Pembimbing (II) Hendra Setiawan S.E., M.M.

Penelitian ini bertujuan untuk menganalisis *pengaruh digital marketing, brand image, Electronic Word of Mouth (E-WOM)*, dan kualitas produk terhadap keputusan pembelian pada konsumen UMKM Tahu Bakso Onichan di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling terhadap 223 responden. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji instrumen, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa digital marketing, brand image, E-WOM, dan kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara simultan, keempat variabel tersebut juga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai F hitung sebesar 44,147 dan signifikansi 0,000. Nilai Adjusted R Square sebesar 0,437 menunjukkan bahwa sebesar 43,7% keputusan pembelian dapat dijelaskan oleh digital marketing, brand image, E-WOM, dan kualitas produk, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci : *Digital Marketing, Brand Image, Electronic Word of Mouth (E-WOM)*, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

Della Ayu Febriana Putri Setyawan. 2026. *The Influence of Digital Marketing, Brand Image, Electronic Word of Mouth (E-WOM), and Product Quality on Purchase Decisions (A Case Study of Tahu Bakso Onichan MSME in Madiun City)*. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I): Dr. Diyah Santi Hariyani, S.E., M.Si. Advisor (II): Hendra Setiawan, S.E., M.M.

This study aims to analyze the influence of digital marketing, brand image, Electronic Word of Mouth (E-WOM), and product quality on purchase decisions among consumers of Tahu Bakso Onichan MSME in Madiun City. This research employed a quantitative approach using a purposive sampling technique involving 223 respondents. Data were collected through questionnaires and analyzed using instrument tests, classical assumption tests, multiple linear regression analysis, t-test, F-test, and the coefficient of determination (R^2). The results indicate that digital marketing, brand image, Electronic Word of Mouth (E-WOM), and product quality each have a positive and significant effect on purchase decisions. Simultaneously, these four variables also have a positive and significant effect on purchase decisions, with an F-value of 44.147 and a significance level of 0.000. The Adjusted R Square value of 0.437 indicates that 43.7% of the variation in purchase decisions can be explained by digital marketing, brand image, Electronic Word of Mouth (E-WOM), and product quality, while the remaining 56.3% is influenced by other factors outside the scope of this study.

Keywords : Digital Marketing, Brand Image, Electronic Word of Mouth (E-WOM), Product Quality, Purchase Decision.