

ABSTRAK

Halza Kurniawan, 20101155310560, Jurusan Manajemen Pemasaran, Tahun 2020-2025, Pengaruh Kualitas Produk dan *Digital Marketing* Terhadap Keputusan Pembelian melalui Minat Beli Pada Optik Utama Bangko. Dibawah Bimbingan I Bapak Dr. Emil Salim, S.E, M.M dan Pembimbing II Ibuk Nila Pratiwi, SHI, M.A

Penelitian ini bertujuan untuk mengetahui seberapa besar pembahasan pengaruh Kualitas Produk dan *Digital Marketing* Terhadap Keputusan Pembelian Melalui Minat Beli pada Optik Utama Bangko. Hasil penelitian yang didapatkan berdasarkan uji model pengukuran (Outer Model) dan pengujian model strukturan (Inner Model) diperoleh: Terdapat pengaruh positif yang signifikan antara Kualitas produk terhadap keputusan pembelian, Terdapat pengaruh positif yang signifikan *digital marketing* terhadap keputusan pembelian, Terdapat pengaruh positif yang signifikan kualitas produk terhadap minat beli, Terdapat pengaruh negatif yang signifikan *digital marketing* terhadap minat beli, Terdapat pengaruh yang positif yang signifikan minat beli terhadap keputusan pembelian, Terdapat pengaruh positif yang signifikan pada Kualitas Produk terhadap Keputusan Pembelian Melalui Minat Beli, Terdapat Pengaruh negatif yang signifikan pada *digital marketing* terhadap Keputusan Pembelian Melalui Minat Beli.

Kata Kunci: Kualitas Produk, *Digital Marketing*, Minat Beli, Keputusan Pembelian

ABSTRACT

Halza Kurniawan, 20101155310560, *Department of Marketing Management, 2020-2025, The Influence of Product Quality and Digital Marketing on Purchase Decisions through Buying Interest in Bangko Main Optics. Under the Guidance of Mr. I Mr. Dr. Emil Salim, S.E, M.M and Supervisor II Ibuk Nila Pratiwi, SHI, M.A*

This study aims to understand the extent the influence of Product Quality and Digital Marketing on Purchase Decisions Through Buying Interest in Bangko Main Optics. The results of the study obtained based on the test of the measurement model (Outer Model) and the testing of the structural model (Inner Model) were obtained: There is a significant positive influence between product quality on purchase decisions, There is a significant positive influence of digital marketing on purchase decisions, There is a significant positive influence of product quality on buying interest, There is a significant negative influence of digital marketing on buying interest, There is a significant positive influence of buying interest on purchase decisions, There is a significant positive influence on Product Quality on Purchase Decisions Through Buying Interest, there is a significant negative influence on digital marketing on Purchase Decisions Through Buying Interest.

Keywords: *Product Quality, Digital Marketing, Buying Interest, Purchase Decision*