

ABSTRACT

The Influence of *Digital Marketing*, Product Quality, and Service Quality on Erigo Product Purchasing Decisions on Tokopedia Play

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This research aims to analyze the influence of *Digital Marketing*, product quality and service quality on purchasing decisions for Erigo products on Tokopedia Play. The research method used is quantitative with the research object being Erigo Products. In this research, the exact number of the population cannot be known, and using purposive sampling as a sampling method there were 163 samples. This data was collected through questionnaires and data analysis techniques using SPSS version 25 software. The results of the research show that *Digital Marketing* has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, and service quality has a positive and significant effect on purchasing decisions. , with regression coefficients of 0.382, 0.279 and 0.271 respectively. These findings indicate that to improve purchasing decisions, Erigo needs to focus on *Digital Marketing*, through *Digital Marketing* with content on social media, as well as strengthening product quality with consumer expectations, and maintaining service quality by responding to consumer demand.

Keywords: *Digital Marketing*, Product Quality, Service Quality, Purchasing Decisions

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