

ABSTRAK

Penelitian ini memiliki tujuan untuk mengetahui pengaruh Kualitas Produk (X1), *Digital Marketing* (X2), dan Harga (X3) secara parsial dan simultan berpengaruh positif dan signifikan terhadap Keputusan Pembelian UMKM Egg Roll Waluh DONNA.

Populasi dalam penelitian ini sebanyak 450 orang sedangkan untuk sampelnya dihitung menggunakan rumus Slovin sebanyak 100 responden. Teknik dalam pengambilan sampel dilakukan dengan teknik non probability yang merupakan teknik sampling *accidental*. Analisis data dilakukan menggunakan Uji Kelayakan Instrumen, Uji Asumsi Klasik, Uji Analisis Regresi Linier Berganda, Uji Hipotesis.

Hasil analisis penelitian ini menunjukkan bahwa variabel Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian, variabel *Digital Marketing* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, variabel Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil persamaan Regresi Linier Berganda yaitu $Y = 0,341 + 0,399 X1 + 0,367 X2 + 0,243 X3 + e$. Hasil penelitian ini nilai koefisien determinasi (R^2) sebesar 0,734 (73,4%).

Kata Kunci : *Kualitas Produk, Digital Marketing, Harga, Keputusan Pembelian*

ABSTRACT

This study aims to determine the effect of Product Quality (X1), Digital Marketing (X2), and Price (X3) partially and simultaneously have a positive and significant effect on the Purchase Decision of Egg Roll Waluh DONNA UMKM.

The population in this study was 450 people while the sample was calculated using the slovin formula of 100 respondents. The sampling technique was carried out using a non-probability technique which is an accidental sampling technique. Data analysis was performed using Instrument Feasibility Test, Classical Assumption Test, Multiple Linear Regression Analysis Test, Hypothesis Test.

The results of this research analysis show that the Product Quality variable has a positive and significant effect on Purchasing Decisions, the Digital Marketing variable has a positive and significant effect on Purchase Decisions, the Price variable has a positive and significant effect on Purchase Decisions. The results of this study the value of the coefficient of determination (R²) is 0.734 (73.4%).

Keywords: Product Quality, Digital Marketing, Price, Purchase Decisi

