

## ABSTRAK

Dunia bisnis khususnya di Indonesia mengalami perkembangan yang sangat pesat, hal ini ditandai dengan semakin banyaknya perusahaan yang baru berdiri menyebabkan persaingan dalam dunia bisnis yang sangat ketat. Saat ini, media digital sangat populer di kalangan pelaku bisnis untuk melakukan kegiatan jual beli. Dengan beralih dari pemasaran tradisional ke pemasaran modern atau *digital marketing*, salah satunya yaitu usaha Pia Gandrung Glenmore yang kini telah memasarkan produknya dengan media *digital marketing*. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *digital marketing*, *electronic word of mouth* (E-WOM) dan harga terhadap keputusan pembelian konsumen pada Pia Gandrung Glenmore. Jenis penelitian ini adalah penelitian kausalitas. Populasi dalam penelitian ini yaitu konsumen Pia Gandrung Glenmore. Sampel yang digunakan sebanyak 140 responden. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa *digital marketing*, *electronic word of mouth* (E-WOM) dan harga berpengaruh signifikan terhadap keputusan pembelian konsumen pada Pia Gandrung Glenmore.

**Kata kunci:** *Digital Marketing*, *Elektronik Word Of Mouth*, Harga dan Keputusan Pembelian



## ABSTRACT

*The business world, especially in Indonesia, is experiencing very rapid development, this is indicated by the increasing number of newly established companies causing competition in the business world to be very tight. Currently, digital media is very popular among business people to carry out buying and selling activities. By switching from traditional marketing to modern marketing or digital marketing, one of them is Pia Gandrung Glenmore's business, which has now marketed products with digital marketing media. This study aims to examine and analyze the effect of digital marketing, electronic word of mouth (E-WOM) and price on consumer purchasing decisions at Pia Gandrung Glenmore. This type of research is causality research. The population in this study is the consumer of Pia Gandrung Glenmore. The sample used was 140 respondents. The analysis tool uses multiple linear regression. The results of the study prove that digital marketing, electronic word of mouth (E-WOM) and price have a significant effect on consumer purchasing decisions at Pia Gandrung Glenmore*

**Keywords :** *Digital Marketing, Electronic Word Of Mouth, Price and Purchase Decision*

