

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *digital marketing*, kreativitas produk, dan kualitas layanan terhadap kinerja pemasaran pada PT. Cipta Aneka Selera. Jenis kuantitatif asosiatif digunakan dalam penelitian ini. Penelitian ini melibatkan manajer PT. Cipta Aneka Selera wilayah Jawa Timur. Pengambilan sampel menggunakan teknik *Non-probability sampling* dengan metode sampel jenuh sebanyak 87 responden. Hasil penelitian menunjukkan bahwa *digital marketing*, kreativitas produk, dan kualitas layanan berpengaruh positif dan signifikan terhadap kinerja pemasaran. Dan secara simultan menunjukkan bahwa digital marketing, kreativitas produk, dan kualitas layanan berpengaruh signifikan terhadap kinerja pemasaran di PT. Cipta Aneka Selera.

**Kata Kunci :** *Digital Marketing*, Kreativitas Produk, Kualitas Layanan, dan Kinerja Pemasaran



## **ABSTRACT**

*This research aims to determine and analyze the influence of digital marketing, product creativity and service quality on marketing performance at PT. Create Various Tastes. The associative quantitative type is used in this research. This research involved managers of PT. Cipta Aneka Selera East Java region. Sampling used a non-probability sampling technique with a saturated sample method of 87 respondents. The research results show that digital marketing, product creativity and service quality have a positive and significant effect on marketing performance. And simultaneously shows that digital marketing, product creativity and service quality have a significant effect on marketing performance at PT. Create Various Tastes.*

**Keywords : Digital Marketing, Product Creativity, Service Quality, and Marketing Performance**

