

ABSTRAK

“PENGARUH DIGITAL MARKETING, ELEKTRONIK WORD OF MOUTH (E-WOM), DAN LIFESTYLE TERHADAP KEPUTUSAN PEMBELIAN PRODUK SEPATU AERO STREET “

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Dari hasil penelitian yang telah dilakukan pada pengguna sepatu Aero street di daerah tapal kuda, terdapat beberapa permasalahan yang perlu diteliti dalam penelitian ini yakni mengenai pengaruh *digital marketing*, *electronic word of mouth*, dan *lifestyle* terhadap keputusan pembelian. Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi pengguna sepatu Aero street dalam melakukan keputusan pembelian. Populasi dalam penelitian ini tidak diketahui dikarenakan tidak adanya kepastian banyaknya pengguna sepatu aero street di daerah tapal kuda. Teknik pengambilan sampel yang digunakan adalah purposive sampling, sampel yang diambil sebanyak 102 responden. Metode pengumpulan data yang digunakan merupakan kuesioner. Berdasarkan hasil penelitian dapat disimpulkan bahwa *digital marketing*, *electronic word of mouth*, dan *lifestyle* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil penelitian dapat dipergunakan untuk membangun strategi pemasaran *online* agar memiliki dampak yang tinggi dalam meningkatkan respon konsumen dengan menggunakan pendekatan tiga buah variabel (*digital marketing*, *electronic word of mouth*, dan *lifestyle*).

Kata kunci: *digital marketing*, *electronic word of mouth*, dan *lifestyle*, Keputusan pembelian.

ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH (EWOM), AND LIFESTYLE ON THE PURCHASE DECISION OF AERO STREET SHOE PRODUCTS

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From the results of research that has been conducted on Aero street shoe users in the horseshoe area, there are several problems that need to be researched in this study, namely the influence of digital marketing, electronic word of mouth, and lifestyle on purchase decisions. This study aims to find out the factors that affect Aero street shoe users in making purchase decisions. The population in this study is unknown due to the lack of certainty about the number of aero street shoe users in the horseshoe area. The sampling technique used was purposive sampling, a sample of 102 respondents was taken. The data collection method used is a questionnaire. Based on the results of the study, it can be concluded that digital marketing, electronic word of mouth, and lifestyle partially have a positive and significant effect on purchase decisions. The results of the study can be used to build an online marketing strategy to have a high impact in increasing consumer response by using a three-variable approach (digital marketing, electronic word of mouth, and lifestyle).

Keywords: *digital marketing, electronic word of mouth, and lifestyle, Purchase decisions*