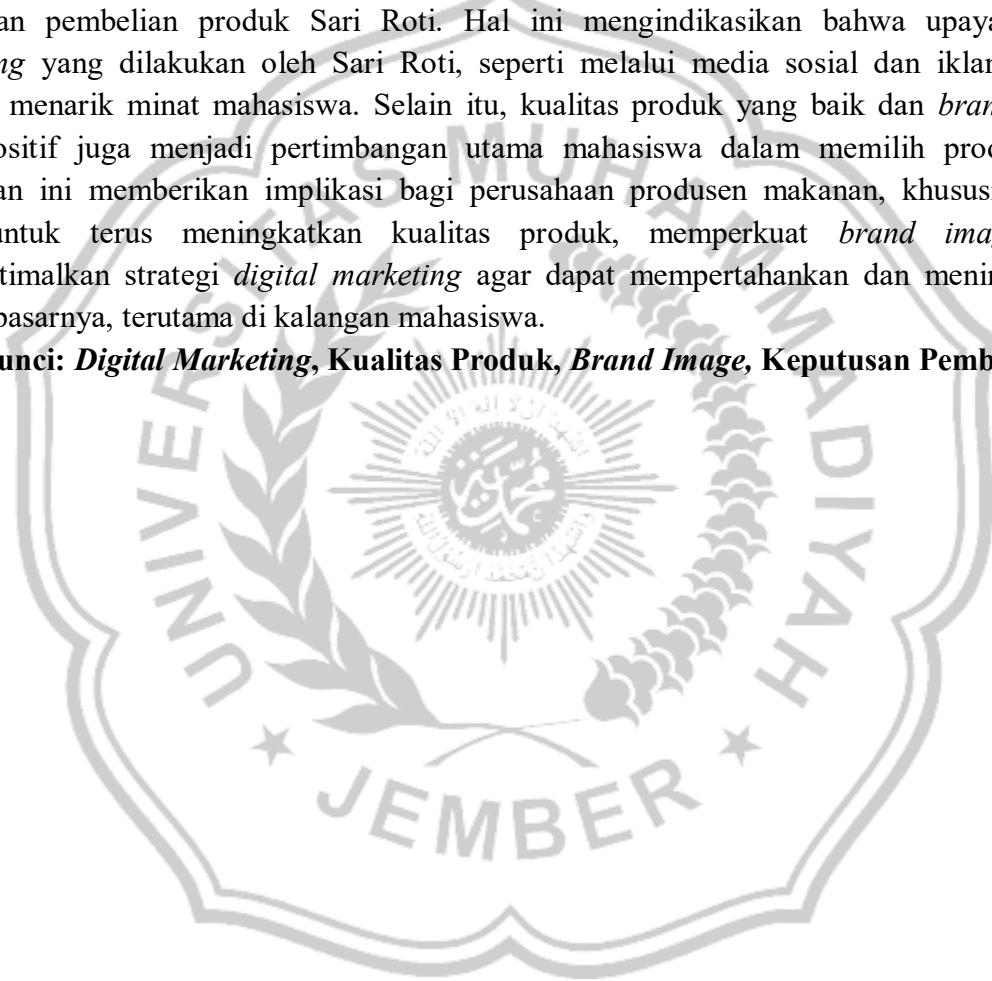


## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing*, kualitas produk, dan *brand image* terhadap keputusan pembelian produk Sari Roti pada mahasiswa Universitas Muhammadiyah Jember. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survei. Populasi dalam penelitian ini adalah seluruh mahasiswa aktif Universitas Muhammadiyah Jember, sedangkan sampel diambil secara acak. Data dikumpulkan melalui kuesioner yang kemudian dianalisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa *digital marketing* tidak berpengaruh signifikan terhadap keputusan pembelian, kualitas produk dan *brand image* berpengaruh signifikan terhadap keputusan pembelian produk Sari Roti. Hal ini mengindikasikan bahwa upaya *digital marketing* yang dilakukan oleh Sari Roti, seperti melalui media sosial dan iklan online, berhasil menarik minat mahasiswa. Selain itu, kualitas produk yang baik dan *brand image* yang positif juga menjadi pertimbangan utama mahasiswa dalam memilih produk roti. Penelitian ini memberikan implikasi bagi perusahaan produsen makanan, khususnya Sari Roti, untuk terus meningkatkan kualitas produk, memperkuat *brand image*, dan mengoptimalkan strategi *digital marketing* agar dapat mempertahankan dan meningkatkan pangsa pasarnya, terutama di kalangan mahasiswa.

**Kata Kunci:** *Digital Marketing*, Kualitas Produk, *Brand Image*, Keputusan Pembelian



## **ABSTRACT**

*This study aims to analyze the influence of digital marketing, product quality, and brand image on purchasing decisions of Sari Roti products among students of Muhammadiyah University of Jember. The research method used is quantitative with a survey approach. The population in this study were all active students of Muhammadiyah University of Jember, while the sample was taken randomly. Data were collected through questionnaires which were then analyzed using multiple linear regression analysis. The results of the study showed that digital marketing did not have a significant effect on purchasing decisions, product quality and brand image had a significant effect on purchasing decisions of Sari Roti products. This indicates that digital marketing efforts carried out by Sari Roti, such as through social media and online advertising, have succeeded in attracting students' interest. In addition, good product quality and a positive brand image are also the main considerations for students in choosing bread products. This study provides implications for food manufacturing companies, especially Sari Roti, to continue to improve product quality, strengthen brand image, and optimize digital marketing strategies in order to maintain and increase their market share, especially among students.*

**Keywords:** *Digital Marketing, Product Quality, Brand Image, Purchasing Decisions, Sari Roti*

