ABSTRAK

Penelitian ini dilatarbelakangi oleh pentingnya peningkatan keputusan pembelian pelanggan terhadap produk tematik PT PLN (Persero) UP3 Situbondo di tengah transformasi pemasaran digital dan persaingan layanan yang semakin kompetitif. Meskipun perusahaan telah menerapkan promosi digital dan pemasaran agresif, efektivitas kedua strategi tersebut dalam mendorong keputusan pembelian pelanggan masih memerlukan pembuktian empiris, terutama melalui peran minat produk tematik sebagai variabel mediasi. Penelitian ini bertujuan menganalisis pengaruh promosi digital dan pemasaran agresif terhadap keputusan pembelian, baik secara langsung maupun melalui minat produk tematik. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 pelanggan PT PLN (Persero) UP3 Situbondo. Pengambilan sampel dilakukan menggunakan teknik *purposive sampling*, sedangkan analisis data menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) melalui perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa promosi digital tidak berpengaruh signifikan terhadap keputusan pembelian, namun berpengaruh positif dan signifikan terhadap minat produk tematik. Pemasaran agresif berpengaruh positif dan signifikan terhadap keputusan pembelian maupun minat produk tematik. Selain itu, minat produk tematik berpengaruh positif dan signifikan terhadap keputusan pembelian. Analisis mediasi menunjukkan bahwa minat produk tematik memediasi secara penuh pengaruh promosi digital terhadap keputusan pembelian dan memediasi secara parsial pengaruh pemasaran agresif terhadap keputusan pembelian.

Kata Kunci: Promosi Digital, Pemasaran Agresif, Minat Produk Tematik, Keputusan Pembelian, UP3 Situbondo.

ABSTRACT

This study was motivated by the need to enhance customer purchasing decisions for thematic products at PT PLN (Persero) UP3 Situbondo amid digital marketing transformation and increasingly competitive service environments. Although the company has implemented digital promotion and aggressive marketing strategies, their effectiveness in encouraging purchasing decisions still requires empirical verification, particularly through the mediating role of thematic product interest. This study aimed to examine the effects of digital promotion and aggressive marketing on purchasing decisions, both directly and indirectly through thematic product interest. A quantitative survey approach was employed involving 100 customers of PT PLN (Persero) UP3 Situbondo. The samples were selected using purposive sampling, while data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The findings reveal that digital promotion has no significant direct effect on purchasing decisions but has a positive and significant effect on thematic product interest. Aggressive marketing significantly and positively influences both purchasing decisions and thematic product interest. Furthermore, thematic product interest has a positive and significant effect on purchasing decisions. Mediation analysis indicates that thematic product interest fully mediates the relationship between digital promotion and purchasing decisions and partially mediates the relationship between aggressive marketing and purchasing decisions.

Keywords: *Digital Promotion, Aggressive Marketing, Thematic Product Interest, Purchasing Decision, UP3 Situbondo.*