

ABSTRACT

The Influence of Digital Marketing and Brand Image on Purchasing Decisions with Customer Satisfaction as an Intervening Variable in UMKM Sahabat Hidroponik Lampung

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The digital era provides great opportunities for micro, small and medium enterprises (UMKM) to reach wider markets and expand their businesses. Hydroponic UMKM face problems in maintaining or increasing customer satisfaction, which in turn influences purchasing decisions. This is of course a big challenge for Hydroponic UMKM, which depend on consumer satisfaction to maintain and develop their business. This research aims to provide a better understanding of how digital marketing and brand image influence purchasing decisions through customer satisfaction at the Sahabat Hidroponik Lampung business located in Bandar Lampung City. This research uses an explanatory research method with a quantitative approach and the Analysis of Moment Structures (AMOS) analysis tool. From this research, it was found that Digital Marketing had a direct effect on Customer Satisfaction by 4.41%, Brand Image had a direct effect on Customer Satisfaction by 31.36%, Digital Marketing had no direct effect on Purchasing Decisions by 0.04%, Brand Image had a direct effect on Purchase Decisions by 1.44%, Customer Satisfaction has a direct influence on Purchase Decisions by 62.41%, Digital Marketing has an indirect influence on Purchase Decisions through Customer Satisfaction as an intervening variable by 16% and Brand Image has an indirect influence on Purchase Decisions through Customer Satisfaction as an intervening variable is 44%. The conclusion of this research shows the influence of Digital Marketing and Brand Image on Purchasing Decisions with Customer Satisfaction as an Intervening Variable in the UMKM Sahabat Hidroponik Lampung, most of which have a positive and significant effect.

Keywords: Digital Marketing, Brand Image, Customer Satisfaction, Purchasing Decisions