

## ABSTRACT

### **PENGARUH *PUSH DIGITAL MARKETING* DAN *INFLUENCER* TERHADAP KEPUTUSAN PEMBELIAN PRODUK UMKM SPAGHETTI TULANG LAMPUNG**

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*This research aims to determine and analyze how much influence Push Digital Marketing and Influencers have on Purchasing Decisions for MSMEs Spaghetti Tulang Lampung Products. Researchers in this study used a sample of 107 respondents who are residents of Bandar Lampung, aged 17-35 years and have consumed Spaghetti Tulang Lampung products more than 3 times. The data analysis method used in this research is multiple linear analysis. The research data was processed using SPSS software and Microsoft Excel. The test results show that Push Digital Marketing (X1) and Influencers (X2) have an influence on Purchasing Decisions (Y). This proves that the higher the level of Push Digital Marketing (X1) and Influencers (X2) in MSMEs, the more purchasing decisions will increase. Likewise, on the contrary, the worse the Level of Push Digital Marketing and Influencers in MSMEs, the product Purchasing Decision will decrease. Likewise, the results of the F-test result that the Push Digital Marketing and Influencer variables simultaneously affect the Purchasing Decisions of MSMEs Spaghetti Tulang Lampung products.*

*Keywords: Push Digital Marketing, Influencers, Purchasing Decisions.*