

INTISARI

Pentingnya digital marketing dan word of mouth dalam memengaruhi keputusan penggunaan jasa laundry telah diakui secara luas, akan tetapi masih ada kekurangan penelitian yang sistematis dan komprehensif yang menginvestigasi interaksi antara kedua faktor ini. Oleh karena itu, penelitian yang mendalam tentang pengaruh digital marketing dan word of mouth terhadap keputusan penggunaan jasa laundry sangat relevan untuk memahami dinamika pemasaran dalam industri ini. Metode yang digunakan yaitu metode kuantitatif data primer dan data diolah menggunakan software SMART PLS. Hasil dari penelitian ini terdapat pengaruh positif antara konstruk digital marketing terhadap keputusan pemakaian jasa dengan nilai koefisien sebesar 0,469 dengan taraf signifikansi sebesar 5% dan nilai t-statistic sebesar 4,218 lebih besar dari 1,96. Terdapat pengaruh positif antara konstruk word of mouth terhadap keputusan pemakaian jasa dengan nilai koefisien sebesar 0,381 dengan taraf signifikansi sebesar 5% dan nilai t-statistic sebesar 2,947 lebih besar dari 1,96, Berdasarkan hasil analisis, dapat disimpulkan bahwa terdapat pengaruh positif dan signifikan antara digital marketing dan word of mouth terhadap tingkat keputusan pemakaian jasa secara parsial . Semakin tinggi digital marketing dan word of mouth yang diterapkan di perusahaan, maka semakin tinggi pula tingkat keputusan pemakaian jasa.

Kata kunci: Digital marketing, Word Of mouth, Keputusan Pemakaian Jasa

ABSTRACT

The importance of digital marketing and word of mouth in influencing decisions to use laundry services has been widely recognized, however there is still a lack of systematic and comprehensive research investigating the interaction between these two factors. Therefore, in-depth research on the influence of digital marketing and word of mouth on decisions to use laundry services is very relevant to understanding marketing dynamics in this industry. The method used is a quantitative primary data method and the data is processed using SMART PLS software. The results of this research show a positive influence between the digital marketing construct on the decision to use services with a coefficient value of 0.469 with a significance level of 5% and a t-statistic value of 4.218 which is greater than 1.96. There is a positive influence between the word of mouth construct on the decision to use services with a coefficient value of 0.381 with a significance level of 5% and a t-statistic value of 2.947 which is greater than 1.96. Based on the results of the analysis, it can be concluded that there is a positive and significant influence between digital marketing and word of mouth on partial service usage decision levels. The higher the digital marketing and word of mouth implemented in the company, the higher the level of decision to use services.

Keywords: Digital marketing, Word Of mouth, Decision on the Use of Services