

ABSTRAK

Pada era moderen, perkembangan internet yang cepat memberikan dampak yang besar ke banyak aspek. Perkembangan internet tersebut juga berdampak pada perkembangan dunia bisnis. Salah satu aspek dalam bisnis yang terkena dampak perkembangan internet adalah aspek pemasaran. Dampak berkembangnya internet tersebut, pemasaran secara *online* semakin meningkat. *Digital marketing* mempunyai banyak kelebihan jika dibandingkan dengan strategi pemasaran secara konvensional atau *offline marketing*. Berdasarkan rumusan masalah yang telah di paparkan, tujuan penelitian ini untuk Mengetahui tingkat pengaruh digital marketing terhadap keputusan pembelian di coffee shop di Purwokerto. Mengetahui tingkat pengaruh kualitas pelayanan terhadap keputusan pembelian pada mahasiswa penikmat kopi di coffee shop di Purwokerto. Mengetahui peran kelompok usia sebagai moderasi antara digital marketing dan keputusan pembelian kopi di coffee shop di Purwokerto. Dengan pengumpulan datanya melalui observasi, wawancara, studi pustaka, kuesioner, dan dokumentasi. dengan menyebarkan kuesioner kepada 154 responden dan mengolah data tersebut dengan model pengukuran outer model, inner model atau pengujain strukturan dan pengujian hipotesis dengan software WarpPLS 7.0. Berdasarkan hasil penelitian yang dilakukan menunjukkan bahwa besarnya pengaruh variabel digital marketing, kualitas pelayanan terhadap variabel keputusan pembelian sebesar 0,424 atau 42,4 persen. Dengan demikian keputusan pembelian dijelaskan oleh variabel digital marketing. Kualitas pelayanan dan usia. Adapun nilai sisa tersebut 0,576 atau 58 persen dijelaskan oleh variabel lain diluar penelitian ini.

Kata kunci : *Digital Marketing*, kualitas pelayanan, keputusan pembelian

ABSTRACT

In the modern era, the rapid development of the internet has had a big impact on many aspects. The development of the internet also has an impact on the development of the business world. One aspect of business that is impacted by internet developments is the marketing aspect. The impact of the development of the internet, online marketing is increasing. Digital marketing has many advantages compared to conventional marketing strategies or offline marketing. Based on the problem formulation that has been described, the aim of this research is to find out the level of influence of digital marketing on purchasing decisions at coffee shops in Purwokert. To find out the level of influence of service quality on purchasing decisions among students who enjoy coffee at coffee shops in Purwokerto. Knowing the role of age group as a moderator between digital marketing and coffee purchasing decisions at coffee shops in Purwokerto. By collecting data through observation, interviews, literature studies, questionnaires and documentation. by distributing questionnaires to 154 respondents and processing the data using outer model, inner model measurement models or structural testing and hypothesis testing with WarpPLS 7.0 software. Based on the results of research conducted, it shows that the magnitude of the influence of digital marketing variables, service quality on purchasing decision variables is 0.424 or 42.4 percent. Thus, purchasing decisions are explained by digital marketing variables. Quality of service and age. The residual value of 0.576 or 58 percent is explained by other variables outside this research.

Keywords: Digital Marketing, service quality, purchasing decisions.