

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh secara langsung *digital marketing* terhadap keputusan pembelian, *electronic word of mouth* terhadap keputusan pembelian, *digital marketing* terhadap *brand awareness*, *electronic word of mouth* terhadap *brand awareness*, dan *brand awareness* terhadap keputusan pembelian. Selain itu, penelitian ini juga bertujuan untuk menguji pengaruh secara tidak langsung *digital marketing* terhadap keputusan pembelian melalui *brand awareness* dan *electronic word of mouth* terhadap keputusan pembelian melalui *brand awareness*.

Penelitian ini menggunakan jenis penelitian kuantitatif. Populasi penelitian ini adalah Mahasiswa STIESIA Surabaya yang pernah menggunakan layanan *streaming* digital Netflix dengan minimal pembelian berlangganan sebanyak satu kali. Jumlah sampel ditentukan dengan menggunakan rumus *lemeshow* karena populasi tidak diketahui dengan hasil sebanyak 100 responden. Pengambilan sampel menggunakan metode *purposive sampling* dengan kriteria yang telah ditentukan. Sumber data diperoleh melalui data primer sehingga teknik pengumpulan data menggunakan kuesioner *google form*. Teknik analisis data dalam penelitian ini menggunakan *Partial Least Square* (PLS) melalui *software* SmartPLS versi 3.0.

Hasil dari pengujian yang telah dilakukan menunjukkan bahwa *digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, *digital marketing* berpengaruh positif dan signifikan terhadap *brand awareness*, *electronic word of mouth* berpengaruh positif dan signifikan terhadap *brand awareness* serta *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, *digital marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui *brand awareness* selanjutnya *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian melalui *brand awareness*.

Kata kunci : *Digital Marketing, Electronic Word of Mouth, Brand Awareness, Keputusan Pembelian.*

ABSTRACT

This research aimed to examine directly the effect of digital marketing, electronic word of mouth, and brand awareness on purchasing decisions; the effect of digital marketing and electronic word of mouth on brand awareness. Besides, it also aimed to examine indirectly the effect of digital marketing and electronic word of mouth on purchasing decisions through brand awareness.

The research was quantitative. Furthermore, the population was students of STIESIA Surabaya who had used the Netflix digital streaming service with a one minimum subscription purchase. As there was unknown population, i.e. 100 respondents were chosen by Lemeshow. Moreover, the data collection technique used purposive sampling. The data were primary with questionnaires of google form as the instrument of data collection. Additionally, the data analysis technique used Partial Least Square through SmartPLS 3.0.

The research result showed that both digital marketing and electronic word of mouth had a positive and significant effect on the purchasing decision. In addition, digital marketing as well as electronic word of mouth had a positive and significant effect on brand awareness. Likely, brand awareness had a positive and significant effect on the purchasing decision. Also, both digital marketing and electronic word of mouth had a positive and significant effect on the purchasing decision through brand awareness.

Keywords: *Digital Marketing, Electronic Word of Mouth, Brand Awareness, Purchasing Decision*



I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day

31/1/23

M. Faisal S.Pd., M.Pd

STIESIA Language Center
Menur Pungung 30 Surabaya 60118, Indonesia