

ABSTRACT

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THE EFFECT OF DIGITAL MARKETING, PRODUCT QUALITY AND BRAND IMAGE ON CUSTOMER PURCHASE DECISION AT PT PROTON PILLOW MEDAN

(xvii +146 pages; 8 figures; 33 tables; 9 appendices)

Consumers make purchasing decisions based on their desire to buy the provided products. This study aims to determine the effects of digital marketing (X1), product quality (X2), and brand image (X3) on customer purchasing decisions (Y) at PT Proton Pillow Medan.

The findings reveal that PT Proton Pillow Medan faces challenges, including less attractive digital promotion content, comfort issues with pillows and bolsters, a less popular brand image compared to similar products, and negative reviews on platforms like Shopee and Tokopedia, which impact customer decisions and overall performance.

A quantitative descriptive method was employed, collecting data from 120 respondents using Google Forms and purposive sampling.

All data passed normality, heteroscedasticity, multicollinearity, linearity, and autocorrelation tests. The hypothesis test results indicate that digital marketing, product quality, and brand image significantly affected purchasing decisions both partially and simultaneously, contributing 44.4% to the decision-making process, while 55.6% is affected by other factors.

Recommendations for PT Proton Pillow include improving digital marketing strategies, expanding pillow size options, enhancing product descriptions, promoting product innovations through marketing campaigns, and addressing customer concerns regarding quality and durability to rebuild consumer trust.

Keyword: Digital Marketing, Product Quality, Brand Image and Customer Purchase Decision

References: 43 (2020-2024)

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(xvii +146 halaman; 8 gambar; 33 tabel; 9 lampiran)

Konsumen membuat keputusan pembelian berdasarkan keinginan untuk membeli produk yang disediakan. Penelitian ini bertujuan untuk mengetahui pengaruh pemasaran digital (X1), kualitas produk (X2), dan citra merek (X3) terhadap keputusan pembelian pelanggan (Y) di PT Proton Pillow Medan.

Masalah yang dihadapi perusahaan meliputi konten promosi digital yang kurang menarik, kenyamanan produk, dan citra merek yang kurang dikenal dibandingkan produk sejenis. Ulasan negatif di platform online seperti Shopee dan Tokopedia juga berdampak pada keputusan pembelian dan kinerja perusahaan.

Penelitian ini menggunakan metode deskriptif kuantitatif dengan pengumpulan data dari 120 responden melalui kuesioner yang disebarluaskan menggunakan Google Form dan teknik purposive sampling.

Hasil uji hipotesis menunjukkan bahwa pemasaran digital, kualitas produk, dan citra merek berpengaruh signifikan terhadap keputusan pembelian, dengan kontribusi sebesar 44,4%, sementara 55,6% dipengaruhi oleh variabel lain.

Disarankan agar PT Proton meningkatkan strategi pemasaran digital, memperluas variasi ukuran bantal, dan menonjolkan inovasi produk melalui kampanye pemasaran dan media sosial. Menangani kekhawatiran pelanggan terkait kualitas dan daya tahan produk akan membantu membangun kembali kepercayaan konsumen.

Kata Kunci: Pemasaran Digital, Kualitas Produk, Citra Merek dan Keputusan Pembelian Pelanggan

Referensi: 43 (2020-2024)