

**PENGARUH DIGITAL MARKETING DAN WORD OF MOUTH TERHADAP
KEPUTUSAN PEMBELIAN PRODUK MIXUE
(STUDI KASUS MAHASISWA UNIDHA)**

Oleh : Rahmad Kurniawan

Pembimbing : Heru Aulia Azman S.Sos., M.Si., Ph.D.

ABSTRAK

Penelitian ini merupakan penelitian kuantitatif. Penelitian ini bertujuan untuk menganalisis pengaruh *Digital Marketing* dan *Word of Mouth* terhadap keputusan pembelian Mixue di kalangan mahasiswa Universitas Dharma Andalas. Populasi dalam penelitian ini adalah mahasiswa UNIDHA sebanyak 2.019 orang. Teknik pengambilan sampel menggunakan teknik purposive sampling dengan kriteria mahasiswa aktif UNIDHA dan pernah melakukan pembelian produk Mixue dalam 1 bulan terakhir sehingga total sampel yang digunakan pada penelitian ini sebanyak 96 responden. Data responden diperoleh dari penyebaran kuesioner yang disebar menggunakan *Google Form* dan *QR Code*. Data kemudian diolah menggunakan SPSS 25. Hasil penelitian menunjukkan bahwa variabel *Digital Marketing* berpengaruh signifikan terhadap keputusan pembelian, variabel *Word of Mouth* berpengaruh signifikan terhadap keputusan pembelian, serta *Digital Marketing* dan *Word of Mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: *Digital Marketing*, *Word of Mouth*, Keputusan Pembelian

**THE INFLUENCE OF DIGITAL MARKETING AND WORD OF MOUTH ON
PURCHASING DECISIONS FOR MIXUE PRODUCTS
(CASE STUDY OF UNIDHA STUDENTS)**

By: Rahmad Kurniawan

Advisor: Heru Aulia Azman S.Sos., M.Si., Ph.D.

ABSTRACT

This research is quantitative research. This study aims to analyze the effect of Digital Marketing and Word of Mouth on Mixue purchasing decisions among Dharma Andalas University students. The population in this study were UNIDHA students totaling 2,019 people. The sampling technique used purposive sampling technique with the criteria of active UNIDHA students and had purchased Mixue products in the last 1 month so that the total sample used in this study was 96 respondents. Respondent data was obtained from distributing questionnaires distributed using Google Form and QR Code. The results showed that the Digital Marketing variable had a significant effect on purchasing decisions, the Word of Mouth variable had a significant effect on purchasing decisions, and Digital Marketing and Word of Mouth simultaneously had a significant effect on purchasing decisions.

Keywords: Digital Marketing, Word of Mouth, Purchasing Decisions