

## RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing* dan kualitas produk terhadap keputusan pembelian dengan *brand image* sebagai variabel mediasi pada pelanggan Starbucks Coffee di Kota Padang. Latar belakang penelitian ini didasari oleh meningkatnya konsumsi kopi di kalangan generasi muda serta dominasi brand global seperti Starbucks yang menghadapi tantangan lokal, termasuk isu sosial dan kampanye boikot. Dalam kondisi persaingan yang semakin ketat, strategi pemasaran digital dan kualitas produk menjadi faktor penting yang dapat memengaruhi persepsi konsumen dan keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori. Data primer dikumpulkan melalui penyebaran kuesioner kepada 110 responden yang merupakan pelanggan Starbucks di Kota Padang.

Teknik analisis data menggunakan metode *Structural Equation Modeling (SEM)* berbasis *Partial Least Square (PLS)* dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *digital marketing* dan kualitas produk berpengaruh positif dan signifikan terhadap *brand image*. Selanjutnya, *brand image* juga berpengaruh positif terhadap keputusan pembelian. Selain pengaruh langsung, ditemukan bahwa *brand image* mampu memediasi hubungan antara *digital marketing* dan kualitas produk terhadap keputusan pembelian pelanggan. Temuan ini mengindikasikan bahwa keberhasilan perusahaan dalam membangun citra merek yang kuat dapat memperkuat dampak strategi pemasaran dan kualitas produk terhadap perilaku pembelian konsumen.

**Kata Kunci:** Digital Marketing, Kualitas Produk, Brand Image, Keputusan Pembelian, Starbucks Coffee, Kota Padang.

## SUMMARY

This study aims to analyze the influence of digital marketing and product quality on purchasing decisions with brand image as a mediating variable on Starbucks Coffee customers in Padang City. The background of this study is based on the increasing coffee consumption among the younger generation and the dominance of global brands such as Starbucks which face local challenges, including social issues and boycott campaigns. In conditions of increasingly fierce competition, digital marketing strategies and product quality are important factors that can influence consumer perceptions and purchasing decisions. This study uses a quantitative approach with an explanatory research type. Primary data were collected through distributing questionnaires to 110 respondents who are Starbucks customers in Padang City.

The data analysis technique used the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method with the assistance of SmartPLS 4.0 software. The results showed that digital marketing and product quality had a positive and significant effect on brand image. Furthermore, brand image also had a positive effect on purchasing decisions. In addition to its direct effect, brand image was found to mediate the relationship between digital marketing and product quality on customer purchasing decisions. This finding indicates that a company's success in building a strong brand image can strengthen the impact of marketing strategies and product quality on consumer purchasing behavior.

**Keywords:** Digital Marketing, Product Quality, Brand Image, Purchasing Decisions, Starbucks Coffee, Padang City.