

ABSTRACT

RSV Helmet is a company engaged in the automotive sector, especially rider equipment or riding apparel. RSV Helmet Company is a retail company that produces helmets every month. At first, RSV Helmet only used offline business methods such as participating in the Indonesia Motor Show (IMOS) and Jakarta Helmet Exhibition, but along with the development of technology, this company developed its business through digital or online, namely through the website and social media Instagram. In using digital marketing for the products offered, RSV has not maximized the use of social media as one of its marketing tools, although on a weekly basis the RSV Helmet social media always updates and presents content about products and takes a marketing approach, but this has not maximized sales overall. on line.

This study aims to determine how much influence Digital Marketing, Brand Awareness, and Product Attributes on Purchase Decisions on RSV Helmet products. Data collection in this study was obtained using a 5 Likert scale questionnaire with a sample of 100 respondents. The sampling method used in this study is a non-probability sample method with purposive sampling technique. In explaining the research results, the analytical techniques used are descriptive analysis and multiple linear regression analysis.

The results obtained in this study indicate that the assessment of respondents who are 100 people in the city of Bandung who have bought RSV Helmet products on digital marketing, brand awareness and product attributes owned by RSV Helmet products are in good category, while the purchase decision variable is also are in the good category, that the purchasing decision of the people in the city of Bandung for RSV Helmet products is the right decision. This is also evidenced in the coefficient of determination test which obtains a value of 0.478, this shows that 47.8% of the determination of the influence of the independent variables digital marketing, brand awareness and product attributes on the dependent variable purchasing decisions.

Keywords: *Brand Awareness, Digital Marketng, Product Attributes, Purchasing Decisions.*