

ABSTRACT

This study was conducted to determine the results of the influence of digital marketing on consumer buying interest in the Bradermaker Store, in this study there is a phenomenon that there are Bradermaker consumers who are influenced by social media brands, digital marketing brands and content marketing in making purchases.

The purpose of this study was to determine the effect of digital marketing on purchases and how important digital marketing is to attract consumer buying interest. This study uses quantitative methods, simple analytical techniques. This study uses a non-probability sampling technique, namely purposive sampling. The technique that will be used in this research is purposive sampling, namely sampling by determining special characteristics that are in accordance with the research objectives so that it is expected to be able to answer research problems, based on these calculations, the sample obtained is 96.04 people, but the researchers rounded up and To make it easier to calculate, the researchers took a sample of 100 people

Based on the results of the descriptive analysis that has been carried out, it can be seen that the responses of respondents who are Bradermaker Store consumers consider that the digital marketing used by Bradermaker has been effective in attracting consumers. that digital marketing carried out by the Bradermaker Store can increase consumer buying interest.

Based on the results of research on "The Influence of Digital Marketing on Consumer Buying Interest in the Bradermaker Store", the conclusion is obtained, indicating that the digital marketing used by the Bradermaker has been effective in attracting consumers and respondents have a high level of buying interest at the Bradermaker Store.

Keywords: *Digital marketing, Purchase intention, Marketing*