

ABSTRACT

This research was conducted to find out how digital marketing and brand image influence the buying decision of Gojek in West Java. The purpose of this research is to find out how Gojek users perceive digital marketing, brand image and purchasing decisions and to examine the influence of digital marketing, brand image and purchasing decisions partially and simultaneously.

The method used in this research is a descriptive quantitative method. The sampling technique used was non-probability sampling with the type of snowball sampling with a total sample of 100 respondents. The data analysis technique uses multiple linear regression analysis.

Based on the results of the descriptive analysis, the digital marketing variable (X1) is in the very high or very good category with a percentage of 86%, the brand image variable (X2) is in the high/good category with a percentage of 82% and the purchase decision (Y) is in the high/good category with a percentage of 82%. This shows that digital marketing (X1), brand image (X2) and purchasing decisions (Y) are considered good by respondents.

Based on the results of the t test, it was found that digital marketing variables did not have a significant influence on purchasing decisions at Gojek and brand image had a significant influence on purchasing decisions at Gojek. Meanwhile, based on the results of the test for the coefficient of determination, with an R square value of 0.487, it means that digital marketing and brand image variables affect the purchasing decision variable by 48.7% and the remaining 51.3% is influenced by other variables not examined in this study. Therefore, it is suggested for future researchers to examine other variables not examined in this study.

Keywords: Digital marketing, Brand image, Purchase Decision