

ABSTRACT

The existence of a Brand Image greatly influences product sales by improving and positioning the product so that it is always in the top position by providing a good marketing strategy that can increase the number of consumer purchases. This can be done by using Digital Marketing by using media to promote products that will be marketed using social media or e-commerce because it can reach a wider environment.

This research was conducted to determine the influence of Brand Image and Digital Marketing on purchasing decisions for Roughneck 1991 in Bandung City. The type of research carried out is using quantitative methods based on data collection or sampling techniques with the help of SPSS version 27 software for Windows.

Samples were taken as many as 200 samples using purposive sampling techniques with certain criteria. The data were analyzed using descriptive analysis and multiple linear regression analysis. Based on the results of the coefficient of determination test (R Square), it was explained that 91.9% of Roughneck 1991 product purchasing decisions on e-commerce were influenced by Brand Image and Digital Marketing while the remaining 8.1% were influenced by by other variables not examined in this study. From the results obtained, it can be concluded that Brand Image and Digital Marketing are able to have a positive impact and can improve purchasing decisions for Roughneck 1991 products.

Keywords: Brand Image, Digital Marketing, E Commerce, Product Purchase Decisions