

ABSTRACT

This study aims to analyze the effect of digital marketing and brand image on consumer purchasing decisions on Indibiz products, with a case study at PT Telkom Indonesia Witel Priangan Barat. Digital marketing allows companies to reach target markets more broadly and effectively through various digital platforms, while a strong brand image can build consumer trust and loyalty. The research method used is a quantitative approach with multiple linear regression analysis. Data was obtained through distributing questionnaires to Indibiz consumers in the West Priangan region. The results showed that digital marketing and brand image have a positive and significant influence on purchasing decisions, both partially and simultaneously. These findings confirm the importance of optimizing digital marketing strategies that are more interactive, informative, and based on market trends, as well as improving brand image through consistent service and stronger brand communication. Therefore, PT Telkom Indonesia is advised to strengthen digital marketing strategies with interesting and innovative content, and improve brand image through more intensive customer engagement to increase competitiveness and encourage consumer purchasing decisions in the Business-to-Business (B2B) segment.

Keywords: *Digital Marketing, Brand Image, Purchase Decision, Indibiz, Telkom Indonesia.*