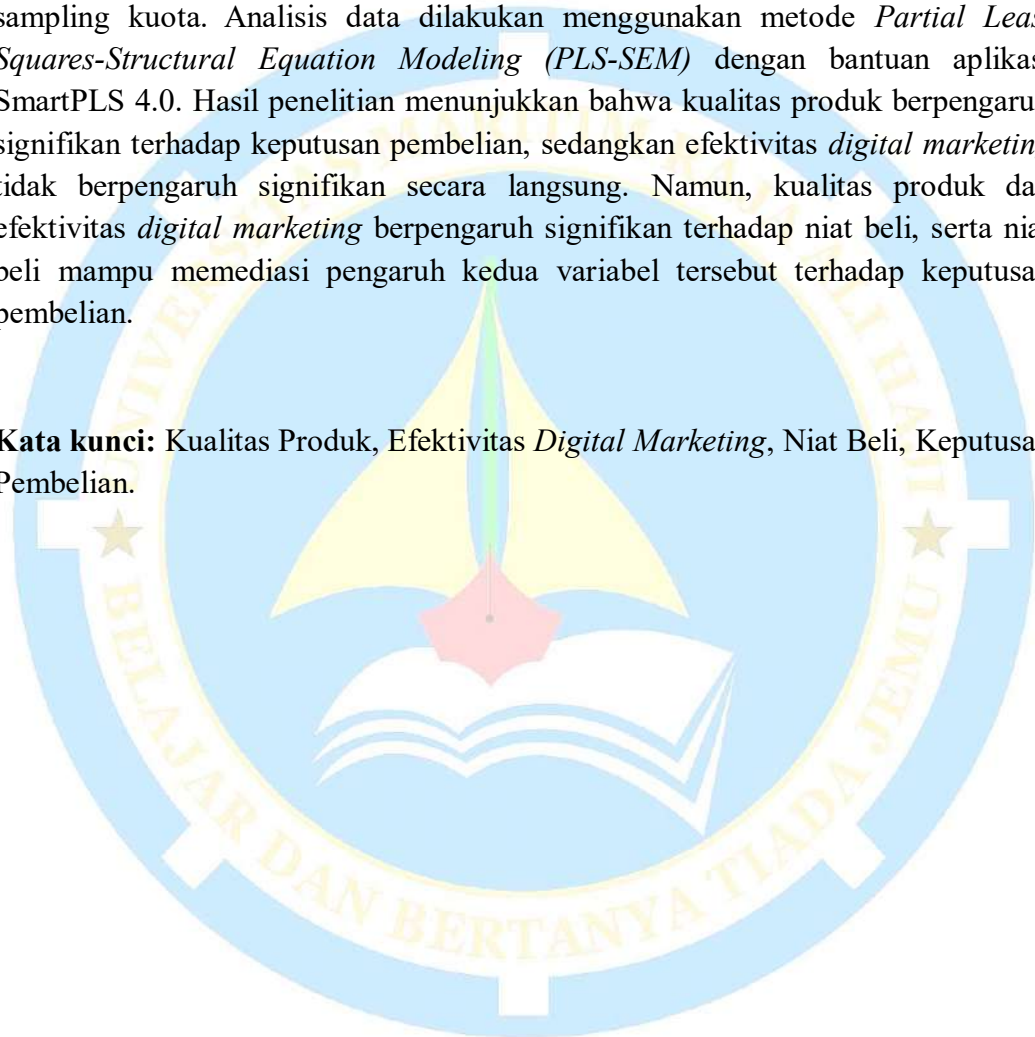


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk dan efektivitas *digital marketing* terhadap keputusan pembelian dengan niat beli sebagai variabel intervening pada konsumen Generasi Z di Restoran Mr. Blitz Tanjungpinang. Metode penelitian yang digunakan adalah pendekatan kuantitatif. Data diperoleh melalui penyebaran kuesioner kepada 160 responden yang merupakan konsumen Generasi Z Restoran Mr. Blitz Tanjungpinang dengan teknik sampling kuota. Analisis data dilakukan menggunakan metode *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* dengan bantuan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap keputusan pembelian, sedangkan efektivitas *digital marketing* tidak berpengaruh signifikan secara langsung. Namun, kualitas produk dan efektivitas *digital marketing* berpengaruh signifikan terhadap niat beli, serta niat beli mampu memediasi pengaruh kedua variabel tersebut terhadap keputusan pembelian.

Kata kunci: Kualitas Produk, Efektivitas *Digital Marketing*, Niat Beli, Keputusan Pembelian.



ABSTRACT

This study aims to analyze the effect of product quality and digital marketing effectiveness on purchase decisions, with purchase intention as an intervening variable among Generation Z consumers at Mr. Blitz Restaurant Tanjungpinang. The research method employed is a quantitative approach. Data were collected through the distribution of questionnaires to 160 respondents who are Generation Z consumers of Mr. Blitz Restaurant Tanjungpinang using a quota sampling technique. Data analysis was conducted using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the assistance of the SmartPLS 4.0 application. The results indicate that product quality has a significant effect on purchase decisions, while digital marketing effectiveness does not have a significant direct effect. However, both product quality and digital marketing effectiveness have a significant effect on purchase intention, and purchase intention is able to mediate the effects of these two variables on purchase decisions.

Keywords: *Product Quality, Digital Marketing Effectiveness, Purchase Intention, Purchase Decision.*

