

ABSTRAK

Penelitian ini dilatarbelakangi oleh belum optimalnya penerapan digital marketing, kualitas produk yang belum sepenuhnya konsisten, serta inovasi produk yang masih perlu dikembangkan pada UMKM Kerupuk Ikan Tamban Adam Snack Kampung Jawa, Kabupaten Bintan, sehingga penelitian mengenai pengaruh ketiga faktor tersebut terhadap keputusan pembelian menjadi penting untuk dilakukan. Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, kualitas produk, dan inovasi produk terhadap keputusan pembelian, baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data diperoleh melalui penyebaran kuesioner kepada konsumen yang pernah membeli produk Adam Snack dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS melalui uji validitas, reliabilitas, uji asumsi klasik, analisis regresi berganda, uji t, uji f, serta koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa digital marketing dan inovasi produk berpengaruh signifikan terhadap keputusan pembelian sedangkan kualitas produk tidak berpengaruh signifikan, serta secara simultan ketiga variabel tersebut juga berpengaruh signifikan terhadap keputusan pembelian dengan nilai Adjusted R Square sebesar 0,639 atau 63,9%. Berdasarkan hasil tersebut, dapat disimpulkan bahwa peningkatan strategi digital marketing, konsistensi kualitas produk, dan inovasi produk secara berkelanjutan mampu meningkatkan keputusan pembelian serta menjadi dasar bagi Adam Snack dalam menyusun strategi pemasaran dan pengembangan produk.

Kata Kunci: *digital marketing*, kualitas produk, inovasi produk, keputusan pembelian, kerupuk ikan tamban

ABSTRACT

This study was motivated by the suboptimal implementation of digital marketing, inconsistent product quality, and the need for further product innovation at Adam Snack, a Tamban fish cracker MSME located in Kampung Jawa, Bintan Regency. Therefore, examining the influence of these three factors on purchasing decisions is considered important. This study aims to analyze the effects of digital marketing, product quality, and product innovation on purchasing decisions, both partially and simultaneously. This research employed a quantitative approach with an associative research design. Data were collected through questionnaires distributed to consumers who had previously purchased Adam Snack products. The data were analyzed using multiple linear regression with the assistance of SPSS, including validity and reliability tests, classical assumption tests, multiple regression analysis, t-test, f-test, and the coefficient of determination (R^2). The results indicate that digital marketing and product innovation have a significant effect on purchasing decisions, while product quality does not have a significant effect. Simultaneously, all three independent variables significantly influence purchasing decisions, with an Adjusted R Square value of 0.639, indicating that 63.9% of the variation in purchasing decisions is explained by digital marketing, product quality, and product innovation. Based on these findings, it can be concluded that improving digital marketing strategies, maintaining consistent product quality, and continuously developing product innovation can enhance purchasing decisions and serve as a basis for Adam Snack in formulating marketing strategies and product development.

Keywords: digital marketing, product quality, product innovation, purchasing decision, tamban fish crackers.