

## ABSTRAK

Dina Nurafnia, 2023: Pengaruh *Digital Marketing*, *Word Of Mouth* Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada *Zika fashion house* Tanjungpinang.

Dosen Pembimbing: Hj Iranita, SE., M,Si dan  
Abdul Jalal, SE.,M, Si.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Digital Marketing*, *Word Of Mouth* Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada *Zika fashion house* Tanjungpinang. Populasi dalam penelitian ini adalah masyarakat kota Tanjungpinang sebanyak 239,854 orang. Pengambilan sampel menggunakan teknik pengambilan sampel dari anggota populasi secara acak dan berstrata secara proposional (*sampling random*) sampel dalam penelitian ini adalah masyarakat yang pernah mengunjungi *Zika fashion house* Tanjungpinang, sehingga didapat sampel penelitian sebanyak 100 orang. Jenis penelitian ini adalah penelitian kuantitatif. Data primer penelitian ini berasal dari kuesioner. Data yang terkumpul dan di uji menggunakan program SPSS 26. Hasil penelitian ditemukan yaitu *digital marketing* tidak berpengaruh terhadap keputusan pembelian, *word of mouth* tidak berpengaruh terhadap keputusan pembelian, kualitas pelayanan berpengaruh terhadap keputusan pembelian

Kata Kunci: *Digital Marketing*, *Word Of Mouth* dan Kualitas Pelayanan Terhadap Keputusan Pembelian

## **ABSTRACT**

Dina Nurafnia, 2023: *The Influence of Digital Marketing, Word of Mouth and Service Quality on Purchase Decisions at Zika Fashion House Tanjungpinang.*

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*This study aims to determine the effect of digital marketing, word of mouth and service quality on purchasing decisions at Zika fashion house Tanjungpinang. The population in this study is the community of Tanjungpinang city as many as 239,854 people. Sampling used a sampling technique from members of the population randomly and stratified proportionally (random sampling). The sample in this study were people who had visited the Tanjungpinang Zika Fashion House, so that a sample of 100 people was obtained. This type of research is quantitative research. The primary data of this research comes from the questionnaire. The data was collected and tested using the SPSS 26 program. The results of the study found that digital marketing had no effect on purchasing decisions, word of mouth had no effect on purchasing decisions, service quality had an effect on purchasing decisions*

*Keywords: Digital Marketing, Word Of Mouth and Service Quality on Purchasing Decisions*

