

ABSTRAK

Manajemen Pemasaran merupakan bagaimana cara untuk dapat memenuhi atau memuaskan kebutuhan para konsumen melalui berbagai saluran distribusi tertentu melalui produk yang ditawarkan. Dengan demikian pemasaran selalu berhubungan dengan harga kompetitif, pemasaran digital, dan kualitas pelayanan pada bagaimana konsumen mau membeli produk yang ditawarkan. Penelitian ini bertujuan untuk mengetahui pengaruh harga kompetitif, pemasaran digital dan kualitas pelayanan terhadap keputusan pembelian Telkom IndiHome di Telkom Plasa Lumajang. Selanjutnya, untuk mengetahui variabel mana yang paling berpengaruh terhadap keputusan pembelian Telkom IndiHome di Telkom Plasa Lumajang. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Data yang diperoleh dalam penelitian ini didapatkan dari para pengguna Telkom IndiHome. Dalam penentuan sampel menggunakan nonprobability sampling yakni *purposive sampling* dengan jumlah responden sebanyak 80 responden. Data yang diperoleh dengan menyebarkan kuisioner yang di analisis menggunakan teknik analisis regresi linier berganda. Hasil pengujian pada penelitian ini menunjukkan bahwa variabel harga kompetitif memiliki dampak negative yang signifikan terhadap keputusan pembelian. Selanjutnya pemasaran digital memiliki dampak positif yang signifikan terhadap keputusan pembelian serta kualitas pelayanan memiliki dampak positif yang signifikan terhadap keputusan pembelian.

Kata Kunci: harga kompetitif, pemasaran digital, kualitas pelayanan, keputusan pembelian

ABSTRACT

Marketing management is how to meet or satisfy the needs of consumers through certain distribution channels through the products offered. Thus marketing is always related to competitive prices, digital marketing, and service quality on how consumers want to buy the products offered. This study aims to determine the effect of competitive prices, digital marketing and service quality on Telkom IndiHome purchasing decisions at Telkom Plasa Lumajang. Furthermore, to find out which variables have the most influence on the purchase decision of Telkom IndiHome at Telkom Plasa Lumajang. The method used in this study is a quantitative method. The data obtained in this study were obtained from Telkom IndiHome users. In determining the sample using non-probability sampling, namely purposive sampling with the number of respondents as many as 80 respondents. The data obtained by distributing questionnaires were analyzed using multiple linear regression analysis techniques. The test results in this study indicate that the competitive price variable has a significant negative impact on purchasing decisions. Furthermore, digital marketing has a significant positive impact on purchasing decisions and service quality has a significant positive impact on purchasing decisions. The test results in this study indicate that the competitive price variable has a significant negative impact on purchasing decisions. Furthermore, digital marketing has a significant positive impact on purchasing decisions and service quality has a significant positive impact on purchasing decisions. The test results in this study indicate that the competitive price variable has a significant negative impact on purchasing decisions. Furthermore, digital marketing has a significant positive impact on purchasing decisions and service quality has a significant positive impact on purchasing decisions.

Keywords: competitive price, digital marketing, service quality, purchasing decisions