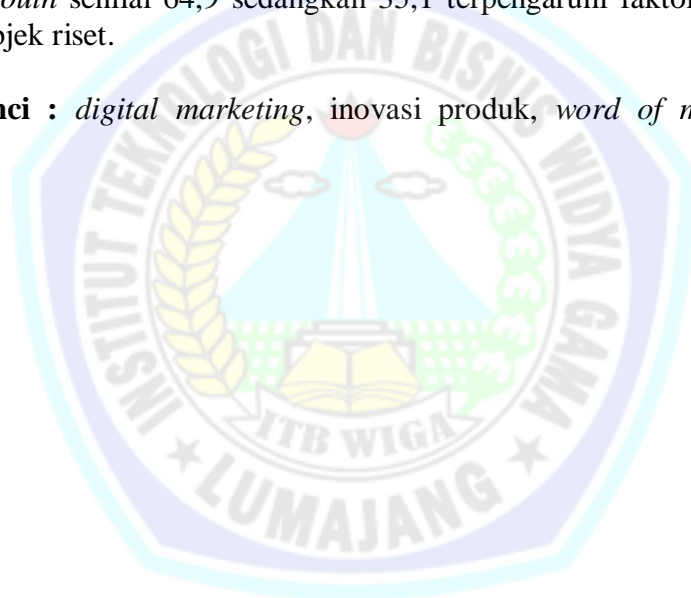


ABSTRAK

Riset bertujuan mengetahui pengaruh *digital marketing*, inovasi produk beserta *word of mouth* terhadap keputusan pembelian *Avis Cake & Bakery* di Kecamatan Rowokangkung Kabupaten Lumajang. Sejumlah 60 informan yang diambil dalam riset ini yaitu konsumen *Avis Cake & Bakery* di Kecamatan Rowokangkung Kabupaten Lumajang. *Propability sampling* beserta teknik *purposive sampling* yang di aplikasikan pada temuan ini. Metode kuantitatif beserta regresi linier berganda yang di implementasikan pada analisis penelitian ini. Riset ini menunjukkan bahwa *digital marketing* berimplikasi negatif atas keputusan pembelian *Avis Cake & Bakery* di Kecamatan Rowokangkung Kabupaten Lumajang, berbeda dengan inovasi produk beserta *word of mouth* berimplikasi positif atas keputusan pembelian *Avis Cake & Bakery* di Kecamatan Rowokangkung Kabupaten Lumajang. Nilai *R Square* dalam penelitian ini 64,9% yang mengimplikasikan keterlibatan *digital marketing*, inovasi produk beserta *word of mouth* senilai 64,9 sedangkan 35,1 terpengaruhi faktor lain yang bukan menjadi objek riset.

Kata Kunci : *digital marketing*, inovasi produk, *word of mouth*, Keputusan Pembelian



ABSTRACT

This research goals for specify a impact digital marketing, product innovation and word of mouth on purchasing decisions for Avis Cake & Bakery in Rowokangkung District, Lumajang Regency. The total sample of 60 informants taken in this investigation consumers Avis Cake & Bakery in Rowokangkung District, Lumajang Regency. Determining the sampling technique uses probability sampling and purposive sampling. Quantitative methods along with multiple linear regression were implemented in the analysis research. The involve tell that digital marketing bring negative effect for buying decisions Avis Cake & Bakery in Rowokangkung District, Lumajang Regency, meanwhile product innovation and word of mouth give a positive impact on buying decisions for Avis Cake & Bakery in Rowokangkung District, Lumajang Regency. The R Square value in this research is 64.9%, which shows that digital marketing involvement, product innovation and word of mouth is 64.9, remaining 35.1 is influenced from others that are not the object of research.

Keywords: *digital marketing, product innovation, word of mouth, purchasing decisions*

