

**STRATEGI *DIGITAL MARKETING*, HARGA, DAN LOKASI DALAM
MENINGKATKAN KEPUTUSAN PEMBELIAN MELALUI MINAT BELI
KONSUMEN SEBAGAI VARIABEL INTERVENING PADA
PERUMAHAN SUBSIDI PT MARGOJOYO ANUGRAH PERSADA**

ABSTRAK

Penelitian ini bertujuan untuk mengkaji strategi pemasaran digital, harga, dan lokasi dalam meningkatkan keputusan pembelian melalui niat beli konsumen sebagai variabel intervening pada sektor perumahan subsidi PT Margojoyo Anugrah Persada. Pendekatan kuantitatif digunakan dengan populasi penelitian terdiri dari konsumen dan calon konsumen perumahan subsidi perusahaan, yang datanya dikumpulkan melalui kuesioner online menggunakan teknik *non-probability sampling* dengan 130 responden. Analisis data dilakukan menggunakan *Partial Least Squares* (PLS) versi 4. Hasil penelitian menunjukkan bahwa pemasaran *digital* berpengaruh signifikan terhadap keputusan pembelian maupun niat beli, sementara harga dan lokasi berpengaruh signifikan terhadap niat beli dan keputusan pembelian. Selain itu, harga tidak berpengaruh terhadap keputusan pembelian melalui niat beli, sedangkan pemasaran digital dan lokasi berpengaruh secara tidak langsung melalui niat beli. Temuan ini menekankan pentingnya optimalisasi strategi pemasaran digital, penetapan harga, dan pemilihan lokasi untuk meningkatkan niat beli konsumen dan mendorong keputusan pembelian di pasar perumahan subsidi PT Margojoyo Anugrah Persada.

Kata kunci: *Digital Marketing*, Harga, Lokasi, Keputusan Pembelian, Minat Beli

***DIGITAL MARKETING STRATEGY, PRICE, AND LOCATION IN
INCREASING PURCHASE DECISIONS THROUGH CONSUMER
PURCHASE INTENTION AS AN INTERVENING VARIABLE AT PT
MARGOJOYO ANUGRAH PERSADA'S SUBSIDIZED HOUSING***

ABSTRACT

This study aims to examine the roles of digital marketing strategy, price, and location in increasing purchase decisions through consumer purchase intention as an intervening variable in the subsidized housing sector of PT Margojoyo Anugrah Persada. A quantitative approach was used, with a research population consisting of current and prospective consumers of the company's subsidized housing. Data were collected through an online questionnaire using a non-probability sampling technique, involving 130 respondents. Data analysis was conducted using Partial Least Squares (PLS) version 4. The results show that digital marketing significant effect on purchase decisions, while price, location, and purchase intention have significant effects. Digital marketing also does not significantly influence purchase intention, but price and location do. Additionally, price does not influence purchase decisions through purchase intention, whereas digital marketing and location do. These findings highlight the importance of optimizing digital marketing strategies, pricing, and location to enhance consumer purchase intention and ultimately drive purchase decisions in the subsidized housing market at PT Margojoyo Anugrah Persada.

Kata kunci: Digital marketing, Location. Price, Purchase Decision, Purchase Intention