

ABSTRAK

Industri komponen cadangan kendaraan roda dua memainkan peran krusial, menunjang kelancaran transportasi. Sebagian dari sektor distribusi *sparepart* mengeksploitasi peluang usaha melintasi beberapa tahap struktur mesin. Toko onderdil Diego Motor Lumajang berkembang pesat, ramai pengunjung setiap harinya. Penelitian berorientasi mengetahui pengaruh kualitas produk, digital marketing dan diskon produk terhadap keputusan pembelian pada Diego Motor Lumajang. Penelitian melibatkan pendekatan kuantitatif metode survei. Data diperoleh kuosioner, diedarkan pada 60 responden yang berkunjung ke toko Diego Motor secara offline, melibatkan teknik *accidental sampling*. Analisis data menerapkan analisis linier berganda. Capaian studi mengindikasikan kualitas produk, digital marketing dan diskon produk berpengaruh signifikan terhadap keputusan pembelian pada Diego Motor Lumajang. Temuan ini membagikan rekomendasi urgensi bagi pemilik Diego Motor guna menunjang kualitas dan promosi secara digital agar lebih banyak pembeli berkelanjutan.

Kata Kunci : Kualitas Produk, Digital Marketing, Diskon Produk, Keputusan Pembelian



ABSTRACT

The two-wheeled vehicle spare parts industry plays a crucial role in supporting smooth transportation. Parts of the spare parts distribution sector exploit business opportunities across multiple stages of the engine structure. The Diego Motor Lumajang spare parts store is growing rapidly, attracting numerous visitors daily. This research aims to determine the influence of product quality, digital marketing, and product discounts on purchasing decisions at Diego Motor Lumajang. The research involved a quantitative survey approach. Data were obtained from questionnaires distributed to 60 respondents who visited the Diego Motor store offline, using an accidental sampling technique. Data analysis employed multiple linear regression analysis. The study findings indicate that product quality, digital marketing, and product discounts significantly influence purchasing decisions at Diego Motor Lumajang. These findings provide urgent recommendations for Diego Motor owners to enhance quality and digital promotions to attract more sustainable buyers.

Keywords : *Product Quality, Digital Marketing, Product Discounts, Purchasing Decisions.*

