

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, word of mouth, dan lokasi terhadap keputusan pembelian konsumen di thriftshop Eternal Cloth.id Lumajang. Pendekatan kuantitatif digunakan dengan metode pengumpulan data melalui kuesioner kepada 80 responden. Analisis data dilakukan menggunakan regresi linier berganda melalui perangkat lunak SPSS versi 24. Hasil penelitian menunjukkan bahwa digital marketing dan word of mouth berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan lokasi tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Temuan ini dapat memberikan panduan strategis dalam peningkatan efektivitas pemasaran bagi usaha thriftshop lokal.

Kata Kunci: Digital Marketing, Word of Mouth, Lokasi, Keputusan Pembelian, Thriftshop, Eternal Cloth.id



ABSTRACT

This study aims to analyze the influence of digital marketing, word of mouth, and location on consumer purchasing decisions at the Eternal Cloth.id thriftshop in Lumajang. A quantitative approach was used with a questionnaire method for collecting data from 80 respondents. Data analysis was performed using multiple linear regression using SPSS version 24 software. The results showed that digital marketing and word of mouth had a positive and significant effect on purchasing decisions, while location did not have a significant effect on purchasing decisions. These findings can provide strategic guidance in increasing marketing effectiveness for local thriftshop businesses.

Keywords: *Digital Marketing, Word of Mouth, Location, Purchase Decision, Thriftshop, Eternal Cloth.id*

