

ABSTRAK

Industri ritel Indonesia semakin berkembang dari tahun 2023 dengan berkontribusi sebesar 12,94% atau setara dengan 2.703,4 Triliun terhadap Produk Domestik Bruto (PDB). Pada kuartal II/2024 meningkat menjadi 4,8% YoY. Perubahan perilaku konsumen era digital, penawaran beragam produk, serta brand image yang dapat mempengaruhi tindakan pembelian. Maka, penelitian ini bertujuan untuk menganalisis pengaruh digital marketing, keberagaman produk, dan brand image terhadap keputusan pembelian produk di MR DIY Cabang Palembang Square dengan fokus pada mahasiswa di Kota Palembang.

Metode penelitian yang digunakan adalah kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 96 responden. Data-data diolah menggunakan Smart-PLS 4.0 melalui uji Convergent Validity, Discriminant Validity, Composite Reliability dan Cronbach's Alpha, R-Square, dan Uji hipotesis langsung (Path Coefficient).

Hasil penelitian menunjukkan bahwa digital marketing tidak berpengaruh signifikan terhadap keputusan pembelian, sementara keberagaman produk dan brand image memiliki pengaruh positif dan signifikan. Dalam perspektif Islam, keputusan pembelian dipengaruhi oleh prinsip maslahat, kehalalan, serta keseimbangan antara kebutuhan dan konsumsi yang tidak berlebihan. Temuan ini mengindikasikan bahwa mahasiswa lebih mempertimbangkan variasi produk yang ditawarkan dan citra merek dalam menentukan keputusan pembelian dibandingkan strategi pemasaran digital yang diterapkan. Oleh karena itu, MR DIY Cabang Palembang Square disarankan untuk lebih meningkatkan keberagaman produk serta memperkuat brand image guna meningkatkan daya tarik dan loyalitas pelanggan.

Kata Kunci: *Digital Marketing*, Keragaman Produk, *Brand Image*, Keputusan Pembelian

Abstract

Indonesia's retail industry is growing from 2023 by contributing 12.94% or equivalent to 2,703.4 Trillion to Gross Domestic Product (GDP). In the second quarter of 2024, it increased to 4.8% YoY. Changes in consumer behavior in the digital era, offering a variety of products, and brand image that can influence purchasing actions. So, this study aims to analyze the effect of digital marketing, product diversity, and brand image on product purchasing decisions at MR DIY Palembang Square Branch with a focus on students in Palembang City.

The research method used is quantitative with data collection techniques through questionnaires distributed to 96 respondents. The data were processed using Smart-PLS 4.0 through Convergent Validity, Discriminant Validity, Composite Reliability and Cronbach's Alpha tests, R-Square, and direct hypothesis testing (Path Coefficient).

The results showed that digital marketing has no significant effect on purchasing decisions, while product diversity and brand image have a positive and significant influence. In an Islamic perspective, purchasing decisions are influenced by the principles of maslahat, halal, and the balance between needs and consumption that is not excessive. This finding indicates that students consider the variety of products offered and brand image more in determining purchasing decisions than the digital marketing strategy implemented. Therefore, MR DIY Palembang Square Branch is advised to further increase product diversity and strengthen brand image to increase customer attractiveness and loyalty.

Keywords : *Digital Marketing, Product Diversity, Brand Image, Purchase Decision Purchase*