

## ABSTRACT

In this digital era, digital marketing can be an alternative way for the community, as consumers, in shopping activities or require services without conduct meetings or negotiations first. It can be done through smartphone connected to the internet and replace the role of the mall as a shopping center. One of the malls that will be the object of this research is Grand Mall Bekasi. This research was conducted to see whether there is an effect of digital marketing and service quality on perceived value in Grand Mall Bekasi shopping center. This study involved 100 respondents who have visited the social media of Grand Mall Bekasi and who have visited the mall at least once, with using non-probability sampling techniques with purposive sampling type. This study uses path analysis method. The data was collected by distributing online questionnaires and the data were processed using the SmartPLS 3.0 software. The results obtained from this study are: digital marketing has a positive effect but not significant on perceived value, functional quality has a positive effect but not significant on perceived value and hedonic quality has a positive effect and significant on perceived value.

**Keywords:** digital Marketing, hedonic quality, functional quality, perceived value.