

ABSTRACT

Based on data from 2016-2019, the growth of coffee shops is increasing and many business actors are taking advantage of these opportunities and this has resulted in tighter coffee shop business competition. One of them is Kadatuan Koffie, by utilizing technological advances in order to achieve purchasing decisions, there are several factors that influence, including digital marketing. This study aims to determine how much influence digital marketing has on purchasing decisions at Kadatuan Koffie.

This study uses a quantitative method of descriptive research. And use a Likert scale as a measurement. The sampling technique used probability sampling techniques. The population in this study were visitors and consumers from Kadatuan Koffie and from this population there were 350 samples to be studied. The data analysis technique used in this research is simple linear regression analysis and it is processed using SPSS 25 For Windows.

Based on the results of the digital marketing hypothesis on purchasing decisions, it has a t-count value of $17.067 > t$ table value of 1.968 and a Sig value of $0.000 < 0.05$, which means that digital marketing has a significant influence on purchasing decisions. , 6%.

Keywords : Digital marketing, Purchasing Decisions, Kadatuan Koffie