

ABSTRACT

Digital marketing is a type of marketing that uses various internet media, such as blogs, websites, e-mail, adwords, and social networks. In the current digital era, after the end of the pandemic, consumer behavior has changed, which is related to the impact of advances in digital marketing, which affects the buying decision phase in making buying decisions from consumers who in this study went to the Tekad Camping Ground Tour Regency Bogor.

Tekad Camping Ground is one of the camping spots in Bogor which has views towards Bogor City at night and views of Mount Gede Pangrango and Mount Salak in the morning, but since its establishment from 2021 to 2023, currently the number of visitor arrivals is still relatively low. less than the target desired by the Tekad Camping Ground Tourism Regency Bogor object even though technological advances should be able to support this.

The research method used in this study is a quantitative method with causal descriptive analysis, the population consists of visiting arrivals and taking the number of samples using the slovin formula, where sampling is done by probability sampling method. Using IBM SPSS software. To test the research was carried out with the classical assumption test consisting of a normality test, heteroscedasticity test, multicollinearity test and for multiple linear analysis using a simultaneous F hypothesis test and partial T test

The results of this study indicate that digital marketing variables simultaneously influence purchasing decisions significantly at the Tekad Camping Ground tourist Regency Bogor attraction, but partially the Social Media, Interactive Audio Video variables do not affect purchasing decisions, but the Display Ads variables partially affect purchasing decisions

The suggestion from this research is for Tekad Camping Ground Regency Bogor to further improve and optimize the use of digital marketing technology, such as websites, blogs, and interactive audio.

Keywords: *Digital Marketing, purchasing decisions, Camping Ground determination*