

ABSTRAK

**PENGARUH *DIGITAL MARKETING*, *ONLINE CUSTOMER REVIEW*,
DAN *PLACE* TERHADAP KEPUTUSAN PEMBELIAN
(Studi pada Konsumen Mie Gacoan
di Bandar Lampung)**

Oleh

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Industri makanan dan minuman di Indonesia, menunjukkan pertumbuhan yang signifikan dalam beberapa tahun terakhir. Penelitian ini bertujuan untuk mengukur dan menganalisis pengaruh dari *digital marketing*, *online customer review*, dan *place* terhadap keputusan pembelian konsumen Mie Gacoan di Bandar Lampung. Dengan menggunakan pendekatan kuantitatif dan metode *explanatory research*. Data dikumpulkan melalui kuesioner dengan teknik *accidental sampling*. Data dianalisis secara *statistic deskriptif* melalui analisis PLS-SEM menggunakan *software SmartPLS 4.0*. dan MS Excel. Teknik analisis data yang digunakan meliputi uji *outer model*, *inner model*, dan uji hipotesis. Hasil dari penelitian ini menunjukkan bahwa secara parsial *digital marketing*, *online customer review*, dan *place* berpengaruh terhadap keputusan pembelian konsumen Mie Gacoan di Bandar Lampung. Kemudian secara simultan *digital marketing*, *online customer review*, dan *place* berpengaruh terhadap keputusan pembelian konsumen Mie Gacoan di Bandar Lampung.

Kata Kunci: *Digital Marketing, Online Customer Review, Place.*

ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING, ONLINE CUSTOMER REVIEWS, AND PLACE ON PURCHASING DECISIONS (Study of Gacoan Noodle Consumers in Bandar Lampung)

By

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The food and beverage industry in Indonesia has shown significant growth in recent years. This research aims to measure and analyze the influence of digital marketing, online customer reviews, and place on consumer purchasing decisions for Mie Gacoan in Bandar Lampung. By using a quantitative approach and explanatory research methods. Data was collected through a questionnaire with accidental sampling technique. Data were analyzed descriptively statistically through PLS-SEM analysis using SmartPLS 4.0 software. and MS Excel. The data analysis techniques used include outer model testing, inner model testing, and hypothesis testing. The results of this research show that partially digital marketing, online customer reviews, and place influence consumer purchasing decisions for Mie Gacoan in Bandar Lampung. Then simultaneously digital marketing, online customer reviews, and place influence consumer purchasing decisions for Mie Gacoan in Bandar Lampung.

Keywords: Digital Marketing, Online Customer Review, Place.