

ABSTRAK

PENGARUH *DIGITAL MARKETING* DAN *WORD OF MOUTH* (WOM) TERHADAP KEPUTUSAN PEMBELIAN PRODUK FUNGISIDA MEREK ANTRACOL DIKELURAHAN NGLINGGO, NGANJUK

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Penelitian ini bertujuan untuk mengetahui pengaruh *Digital Marketing* dan *Word Of Mouth* secara parsial dan simultan terhadap keputusan pembelian produk fungisida merek Antracol di Kelurahan Nglinggo dan untuk mengetahui variabel mana yang paling dominan. Metode pengambilan *sample* menggunakan metode *accidental sampling* dan *purposive sampling*. Responden dalam penelitian ini merupakan para petani di Kelurahan Nglinggo yang menggunakan produk Antracol. Jumlah sampel sebanyak 32 responden. Hasil penelitian diperoleh variabel *Digital Marketing* dan variabel *Word Of Mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian produk fungisida merek Antracol, dengan nilai hitung F hitung $>$ F tabel ($21,906 > 3,32$). Secara parsial *Digital Marketing* dan *Word Of Mouth* berpengaruh signifikan terhadap keputusan pembelian produk fungisida merek Antracol, dengan nilai hitung t hitung $>$ t tabel ($2,960 > 2,045$) dan t hitung $>$ t tabel ($2,824 > 2,045$). Berdasarkan uji t bahwa *Digital Marketing* memiliki pengaruh paling dominan terhadap keputusan pembelian konsumen karena memiliki nilai yang paling besar dengan nilai hitung nilai *Digital Marketing* $>$ *Word Of Mouth* ($2,960 > 2,824$).

Kata kunci : *Digital Marketing, Word Of Mouth, Keputusan Pembelian*

ABSTRACT

THE EFFECT OF *DIGITAL MARKETING* AND *WORD OF MOUTH* (WOM) ON THE PURCHASE DECISION OF ANTRACOL BRAND FUNGICIDE PRODUCTS IN NGLINGGO, NGANJUK

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Study aims to determine the effect of *Digital Marketing* and *Word Of Mouth* partially and simultaneously on purchasing decisions of Antracol brand fungicide products in Nglinggo Village and to determine which variables are the most dominant. The method of taking *the sample* using the method of *accidental sampling* and *purposive sampling* . Respondents in this study were farmers in Nglinggo Village who used Antracol products. The number of samples is 32 respondents. The results of the study obtained the *Digital Marketing* variable and the *Word Of Mouth* . variable Simultaneously has a significant effect on purchasing decisions of Antracol brand fungicide products, with a calculated value of $F \text{ count} > F \text{ table}$ ($21,906 > 3,32$). Partially *Digital Marketing* and *Word Of Mouth* have a significant effect on purchasing decisions for Antracol brand fungicides , with $t \text{ count} > t \text{ table}$ ($2.960 > 2.045$) and $t \text{ count} > t \text{ table}$ ($2.824 > 2.045$). Based on the t-test that *Digital Marketing* has the most dominant influence on consumer purchasing decisions because it has the greatest value with the calculated value of *Digital Marketing* $>$ *Word Of Mouth* ($2.960 > 2.824$).

Keywords: *Digital Marketing, Word Of Mouth. Buying decision*