

ABSTRAK

Rizky Amalia Rusli, 2024. *“The Influence of Digital Marketing, Product Innovation, Brand Image on Purchasing Decisions at the Kimiku Shop in Tana Toraja”.* Business Management Study Program Thesis, Faculty of Economics and Islamic Business, Palopo State Islamic Institute. Supervised by Dr. Takdir

This thesis discusses the influence of digital marketing, product innovation, brand image on purchasing decisions at Kedai Kimiku in Tana Toraja. This research aims to examine the influence of digital marketing on purchasing decisions, product innovation on purchasing decisions, brand image on purchasing decisions at Kedai Kimiku in Tana Toraja.

This type of research is quantitative research. This research was conducted at Kedai Kimiku Tana Toraja. Sampling was carried out using accidental sampling technique and sample determination using the Cochran formula, namely 96 samples. Data obtained from observations, questionnaires and documentation. Data collection methods used in this research were carried out using Validity tests, Reliability tests, Classical Assumption tests consisting of (Normality test, Multicollinearity test and Heteroscedasticity test) Multiple Regression Analysis, Hypothesis tests consisting of (t test and f test) and coefficients Determination of R² using SPSS 2020.

The results of this research show that: 1) Digital Marketing (X1) has a positive and significant effect on purchasing decisions (Y), Product Innovation (X2) has a positive and significant effect on purchasing decisions (Y), Brand Image (X3) has a positive and significant effect on purchasing decision (Y). Digital Marketing (X1), Product Innovation (X2), Brand Image (X3) have a positive and significant effect simultaneously on Purchasing Decisions (Y). Meanwhile, Digital Marketing (X1), Product Innovation (X2), Brand Image (X3) in purchasing decisions is 84.2% and the remaining 15.8% is influenced by other variables outside the other variable equations.

Keywords: *Brand Image, Digital Marketing, Product Innovation, Purchase Decision*