

ABSTRACT

M. Yudis Sugianto, Analysis of the Effect of E-marketing and Product Diversity on Purchasing Decisions (Study on UKM Batik Surya 26, Tuban Regency). Under the guidance of Fathor AS, SE., M.M.

The purpose of this study is to influence, e-marketing and product diversity in UKM Batik Surya 26 Tuban Regency, either partially or simultaneously on purchasing decisions. This research was conducted using quantitative descriptive methods. The sampling technique used was non-probability sampling with the incidental sampling method used as a sampling method, in order to obtain a sample of 97 people and hypothesis testing using multiple linear regression analysis. The conclusion of the results of this study is that e-marketing partially has a significant effect on purchasing decisions, partial product diversity has a significant effect on purchasing decisions, and e-marketing and product diversity simultaneously has a significant effect on purchasing decisions.

Keywords: e-marketing, product diversity, and purchasing decisions

ABSTRAK

M. Yudis Sugianto, Analisis Pengaruh E-markrting dan Keragaman Produk Terhadap Keputusan Pembelian (Studi Pada UKM Batik Surya 26 Kabupaten Tuban). Dibawah bimbingan Fathor AS, SE., M.M.

Tujuan penelitian ini adalah untuk pengaruh, *e-marketing* dan keragaman produk pada UKM Batik Surya 26 Kabupaten Tuban, baik secara parsial maupun secara simultan terhadap keputusan Pembelian. Penelitian ini dilakukan secara metode deskriptif kuantitatif. Teknik pengambilan sampel yang digunakan non-probability sampling dengan metode sampling insidental digunakan sebagai metode penentuan sampel, sehingga diperoleh sampel sebanyak 97 orang dan pengujian hipotesis menggunakan analisis regresi linier berganda. Kesimpulan hasil dari penelitian ini yaitu *e-marketing* secara parsial berpengaruh signifikan terhadap keputusan pembelian, keragaman produk secara parsial berpengaruh signifikan terhadap keputusan pembelian, dan *e-marketing* dan keragaman produk secara simultan berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: e-marketing, keragaman produk, dan keputusan pembelian