

ABSTRAK

Perkembangan teknologi digital telah mendorong perusahaan memanfaatkan digital marketing sebagai strategi pemasaran untuk meningkatkan keputusan pembelian konsumen. Namun, meskipun Garnier Men aktif menggunakan berbagai platform digital, performa mereknya masih menunjukkan fluktuasi berdasarkan Top Brand Index sehingga diperlukan kajian mengenai peran brand image dalam menjembatani pengaruh digital marketing terhadap purchase decision. Penelitian ini bertujuan menganalisis pengaruh digital marketing terhadap purchase decision produk Garnier Men dengan brand image sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode kausal. Populasi penelitian adalah Generasi Z laki-laki yang berdomisili di Kabupaten Bangkalan, sedang menempuh pendidikan di perguruan tinggi di Kabupaten Bangkalan, mengenal produk Garnier Men, dan pernah terpapar aktivitas digital marketing produk tersebut. Sampel penelitian berjumlah 100 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan SmartPLS 4. Hasil penelitian menunjukkan bahwa digital marketing tidak berpengaruh signifikan secara langsung terhadap purchase decision. Sebaliknya, digital marketing berpengaruh positif dan signifikan terhadap brand image, sedangkan brand image berpengaruh positif dan signifikan terhadap purchase decision. Selain itu, brand image terbukti mampu memediasi secara penuh (full mediation) pengaruh digital marketing terhadap purchase decision. Temuan ini menunjukkan bahwa keberhasilan strategi digital marketing dalam meningkatkan keputusan pembelian bergantung pada kemampuannya membangun brand image yang kuat di benak konsumen. Oleh karena itu, perusahaan perlu memperkuat citra merek melalui konten digital yang kreatif, konsisten, dan relevan agar mampu meningkatkan keputusan pembelian konsumen.

Kata Kunci: *Digital Marketing; Brand Image; Purchase Decision*

ABSTRAC

The rapid development of digital technology has encouraged companies to utilize digital marketing as a marketing strategy to increase consumers' purchase decisions. However, although Garnier Men has actively implemented various digital marketing activities across multiple digital platforms, its brand performance has fluctuated based on the Top Brand Index, indicating the need to examine the role of brand image in mediating the relationship between digital marketing and purchase decisions. This study aims to analyze the effect of digital marketing on the purchase decision of Garnier Men products, with brand image serving as a mediating variable. This research employed a quantitative approach using a causal research design. The population consisted of Generation Z male consumers in Bangkalan Regency who were enrolled in higher education institutions, were familiar with Garnier Men products, and had been exposed to the brand's digital marketing activities. A total of 100 respondents were selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. The findings revealed that digital marketing did not have a significant direct effect on purchase decisions. However, digital marketing had a positive and significant effect on brand image, while brand image had a positive and significant effect on purchase decisions. Furthermore, brand image was found to fully mediate the relationship between digital marketing and purchase decisions. These findings indicate that the effectiveness of digital marketing in increasing consumers' purchase decisions depends on its ability to establish a strong brand image. Therefore, companies should strengthen their brand image by developing creative, consistent, and relevant digital content to enhance consumers' purchase decisions.

Keywords: Digital Marketing; Brand Image; Purchase Decision.