

ABSTRACT

This research was conducted based on data on the decline in the contribution of the creative industry sub-sector in Bandung Regency to GRDP from 2018 to 2020, where the fashion creative industry has the largest contribution to GRDP but the percentage has decreased every year which makes the types of fashion businesses, especially male distributions, decrease in from 2018 to 2020. Based on transaction data for male distributions in Bandung Regency, the male distribution business with the lowest number of transactions is Rxkingline19. The decrease in the number of transactions on the effect of digital marketing and product diversity on the purchasing decision process (a survey of consumers Rxkingline19 simultaneously or partially). The research method used is descriptive and verification method with a sample of 100 respondents. The data analysis method used is linear regression analysis multiple, multiple correlation and coefficient of determination.

The results showed that there is a positive and significant influence between digital marketing and product diversity on the purchasing decision process. The magnitude of the influence of digital marketing and product diversity on the purchase decision process simultaneously is 70% and the remaining 30% is influenced by other variables that are not studied. Partially, the influence of digital marketing on the purchase decision process was 39.3% and the influence of product diversity on the purchase decision process was 30.7%, so it can be concluded that digital marketing and product diversity on the purchase decision process have the greatest influence on purchasing decisions.

Keywords: Digital Marketing, Product Diversity and Decision Process Purchase