

ABSTRACT

Nasi liboet is a business name taken from the abbreviation "Nasi Liwet Ibu Tuti." The hallmark of this MSME product is liwet rice with abundant petai toppings, pickled teri medan or peda, fried or grilled chicken gendot chili, gepuk, tofu, tempe bacem, lalaban, sambel and crackers. Through research that has been conducted, there is a decrease in buying interest caused by digital marketing from the Nasi Liboet Bandung business. This can occur because the use of digital marketing is not optimal.

This study has a purpose, namely to determine the effect of digital marketing on product purchase interest in the Nasi Liboet Bandung business. The method used in this research is quantitative method with descriptive approach. The data collection technique used is interviews and distributing questionnaires to consumers obtained by 110 respondents. Analyze the data that has been collected using validity test, reliability test, simple linear regression test and determination coefficient test.

Based on the results of data processing, it is found that there is a positive effect of digital marketing on product purchase interest in the Nasi Liboet Bandung business which is supported by the results of the coefficient of determination calculation from digital marketing of 30.8% on the interest in buying products from the Nasi Liboet Bandung business and the remaining 69.2% is influenced by other variables outside this study.

Keywords: Digital Marketing, Purchase Interest