

ABSTRACT

This research was conducted based on APJII data on the level of internet penetration in Indonesia from 2018 to 2024, where the data shows an increase every year. However, industries utilizing digital platforms have experienced a decline in growth year by year. This study aims to determine the influence of digital marketing and electronic word of mouth on purchasing decisions through brand image on the Shopee e-commerce platform (a survey of Shopee users in Bandung Regency). The research method used is descriptive and verificative with a total sample of 100 respondents. The research instrument testing utilized validity and reliability tests. The data analysis methods used include path analysis, determination coefficient analysis, and hypothesis testing with the assistance of SPSS 26. The results of the study show that there is a positive influence both directly and indirectly. The magnitude of the effect of digital marketing on brand image is 74.5%, while the effect of electronic word of mouth on brand image is 72.8%. The influence of brand image on purchasing decisions is 62.8%, and the combined effect of digital marketing and electronic word of mouth on purchasing decisions through brand image is 53,6%.

Keywords: Digital Marketing, Electronic Word of Mouth, Purchase Decisions, and Brand Image