

ABSTRAK

Perkembangan *Digital Marketing* yang semakin pesat telah mendorong perubahan perilaku konsumen dalam melakukan keputusan pembelian, khususnya pada produk fashion lokal di marketplace. Penelitian ini bertujuan untuk menganalisis pengaruh *Digital Marketing* terhadap *Brand Awareness* dan *Brand Trust* serta dampaknya terhadap keputusan pembelian produk fashion Owners Worldwide di marketplace Shopee. Permasalahan yang dikaji dalam penelitian ini adalah rendahnya optimalisasi strategi *Digital Marketing*, tingkat kesadaran merek, kepercayaan merek, serta keputusan pembelian konsumen terhadap brand Owners Worldwide. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden pengguna Shopee yang pernah melakukan pembelian produk Owners Worldwide. Teknik analisis data menggunakan uji validitas, uji reliabilitas, analisis deskriptif, dan analisis jalur (path analysis). Hasil penelitian menunjukkan bahwa *Digital Marketing* berpengaruh positif dan signifikan terhadap *Brand Awareness* dan *Brand Trust*. Selain itu, *Brand Awareness* dan *Brand Trust* juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Secara tidak langsung, *Digital Marketing* memberikan pengaruh terhadap keputusan pembelian melalui *Brand Awareness* dan *Brand Trust* sebagai variabel intervening. Uji reliabilitas menunjukkan seluruh variabel memiliki nilai Cronbach's Alpha di atas 0,700 sehingga instrumen penelitian dinyatakan reliabel. Kesimpulan dari penelitian ini adalah bahwa peningkatan strategi *Digital Marketing* yang efektif dapat memperkuat kesadaran merek dan kepercayaan merek, sehingga mampu meningkatkan keputusan pembelian konsumen terhadap produk fashion Owners Worldwide di marketplace Shopee.

Kata Kunci: *Digital Marketing, Brand Awareness, Brand Trust, Keputusan Pembelian, Shopee*

ABSTRACT

The rapid growth of Digital Marketing has driven changes in consumer behavior in making purchasing decisions, particularly for local fashion products in online marketplaces. This study aims to analyze the influence of Digital Marketing on Brand Awareness and Brand Trust and its impact on purchasing decisions of fashion products from Owners Worldwide on the Shopee marketplace. The problems examined in this study include the suboptimal implementation of Digital Marketing strategies, the level of Brand Awareness, Brand Trust, and consumer purchasing decisions toward the Owners Worldwide brand. The research method used is a quantitative method with a descriptive and verificative approach. Data were collected through the distribution of questionnaires to 100 Shopee users who had previously purchased Owners Worldwide products. The data analysis techniques employed included validity testing, reliability testing, descriptive analysis, and path analysis. The results of the study indicate that Digital Marketing has a positive and significant effect on Brand Awareness and Brand Trust. Furthermore, Brand Awareness and Brand Trust also have a positive and significant effect on purchasing decisions. Indirectly, Digital Marketing influences purchasing decisions through Brand Awareness and Brand Trust as intervening variables. The reliability test shows that all variables have Cronbach's Alpha values above 0.700, indicating that the research instruments are reliable. The conclusion of this study is that improving effective Digital Marketing strategies can strengthen Brand Awareness and Brand Trust, thereby increasing consumer purchasing decisions for Owners Worldwide fashion products on the Shopee marketplace.

Keywords: *Digital Marketing, Brand Awareness, Brand Trust, Purchasing Decisions, Shopee*