

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kualitas Pelayanan dan *Digital Marketing* Terhadap *Brand Image* Serta Implikasinya Terhadap Keputusan Pembelian Citra Salon Cianjur. Metode Penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini customer citra salon yang berjumlah 241 orang, dengan sampel sebanyak 71 responden yang diambil menggunakan teknik incidental sampling. Pengujian instrumen penelitian ini menggunakan Smart PLS 4.0 dengan outer model dan inner model. Metode analisis data yang digunakan adalah uji validitas, uji reabilitas, F-square, R-square, dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan antara Kualitas Pelayanan dan *Digital Marketing* Terhadap *Brand Image* secara simultan yaitu sebesar 72,9%. Secara parsial, kualitas pelayanan berpengaruh terhadap *brand image* sebesar 22,81%, *digital marketing* berpengaruh terhadap *brand image* sebesar 50,13%. *Brand image* terhadap keputusan pembelian sebesar 59,3%. Pengaruh *Brand image* juga terbukti memediasi pengaruh kualitas pelayanan 17,9% dan *digital marketing* 35,8% terhadap keputusan pembelian. Secara bersamaan pengaruh tidak langsung kualitas pelayanan dan *digital marketing* terhadap *brand image* serta dampaknya terhadap keputusan pembelian sebesar 53,7%.

Kata Kunci: Kualitas Pelayanan, *Digital Marketing*, *Brand Image*, dan Keputusan Pembelian

ABSTRACT

This study aims to determine the influence of Service Quality and Digital Marketing on Brand Image and its implications on Purchase Decisions at Citra Salon Cianjur. The research method used is descriptive and verificative with a quantitative approach. The population in this study were customers of Citra Salon totaling 241 people, with a sample of 71 respondents taken using incidental sampling technique. The research instrument was tested using Smart PLS 4.0 with outer model and inner model. The data analysis methods used were validity testing, reliability testing, F-square, R-square, and hypothesis testing.

The results of this study indicate that there is a significant simultaneous effect of Service Quality and Digital Marketing on Brand Image, accounting for 72.9%. Partially, Service Quality influences Brand Image by 22.81%, while Digital Marketing influences Brand Image by 50.13%. Brand Image influences Purchase Decisions by 59.3%. Brand Image was also proven to mediate the influence of Service Quality by 17.9% and Digital Marketing by 35.8% on Purchase Decisions. Collectively, the indirect effect of Service Quality and Digital Marketing on Brand Image and their impact on Purchase Decisions amounted to 53.7%.

Keywords: Service Quality, Digital Marketing, Brand Image, and Purchase Decisions