

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh iklan digital, publik relation, direct marketing terhadap keputusan pembelian pada perumahan kota baru parahyangan. Metode penelitian menggunakan pendekatan kuantitatif dan teknik analisis data dalam penelitian ini adalah analisis deskriptif dan analisis regresi berganda perhitungannya dibantu dengan program *statistical package social sciences* (spss). Sumber penelitian ini menggunakan data primer. Pengumpulan data pada penelitian ini menggunakan kuesioner. Sampel penelitian ini sebanyak 365. Berdasarkan hasil pengujian menunjukkan bahwa secara parsial maupun simultan iklan digital, publik relation, direct marketing memiliki pengaruh terhadap keputusan pembelian pada perumahan kota baru parahyangan.

Kata Kunci: Iklan Digital, Publik Relation, Direct Marketing, Keputusan Pembelian

Abstract

The purpose of this research is to determine the influence of digital advertising, public relations, and direct marketing on purchasing decisions in the New Parahyangan City housing. The research method used a quantitative approach, and the data analysis techniques in this study are descriptive analysis and multiple regression analysis, assisted by the Statistical Package for the Social Sciences (SPSS) program. The data source for this research is primary data. Data collection for this research was conducted using a questionnaire. The research sample consists of 365 respondents. Based on the test results, it is shown that both partially and simultaneously, digital advertising, public relations, and direct marketing have an influence on purchasing decisions in the New Parahyangan City housing.

Keywords: Digital Advertising, Public Relations, Direct Marketing, Purchase Decision.