

**ANALISIS PENGARUH DIGITAL MARKETING, BRAND AWARENESS DAN
BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI KASUS
DONASI ONLINE PADA LEMBAGA AMIL ZAKAT DT PEDULI)**

ABSTRAK

Perkembangan marketing di era digital ini mengalami perubahan yang signifikan dan berdampak besar salah satunya terhadap keputusan pembelian, dalam hal ini dikaitkan dengan keputusan “donasi online”. Namun, capaian donasi online yang terhimpun melalui DT Peduli dari tahun ke tahun masih mengalami penurunan. Penelitian ini bertujuan untuk mengukur pengaruh digital marketing, brand awareness dan brand image terhadap keputusan pembelian “donasi online” melalui DT Peduli. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi dari penelitian ini adalah individu yang memungkinkan terpapar iklan DT Peduli secara online. Sampel dipilih secara purposive sampling kepada 100 responden dengan menggunakan skala Likert untuk metode kuisionernya dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t dan uji F. Hasil penelitian ini menunjukkan bahwa digital marketing (X1), brand awareness (X2), dan brand image (X3) secara parsial dan simultan berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) untuk “donasi online”. Nilai koefisien determinasi penelitian ini menunjukkan bahwa variabel Digital Marketing, Brand Awareness, dan Brand Image mampu menjelaskan variabel Keputusan Pembelian sebesar 52,9%.

Kata Kunci: *Digital Marketing, Brand Awareness, Brand Image, Keputusan Pembelian, Donasi Online*

**ANALYSIS OF THE INFLUENCE OF DIGITAL MARKETING, BRAND
AWARENESS AND BRAND IMAGE ON PURCHASING DECISIONS (CASE STUDY
OF ONLINE DONATIONS TO AMIL ZAKAT INSTITUTIONS DT PEDULI)**

ABSTRACT

The development of marketing in this digital era has undergone significant changes and has a major impact on one of them is the purchase decision, in this case associated with the "online donation" decision. However, the achievement of online donations collected through DT Peduli from year to year is still decreasing. This study aims to measure the influence of digital marketing, brand awareness and brand image on purchasing decisions for "online donations" through DT Peduli. This research uses quantitative methods with descriptive and verification approaches. The population of this study is individuals who may be exposed to DT Peduli advertisements online. The sample was selected by purposive sampling to 100 respondents using a Likert scale for the questionnaire method and analyzed using validity test, reliability test, classical assumption test, multiple linear regression analysis, t test and F test. The results of this study indicate that digital marketing (X1), brand awareness (X2), and brand image (X3) partially and simultaneously have a positive and significant effect on purchasing decisions (Y) for "online donations". The coefficient of determination of this study shows that the variables of Digital Marketing, Brand Awareness, and Brand Image are able to explain the Purchasing Decision variable by 52.9%.

Keywords: *Digital Marketing, Brand Awareness, Brand Image, Purchase Decisions, Online Donations*