

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh secara parsial dan simultan dari pemasaran online, kualitas produk, dan *brand trust* terhadap keputusan pembelian konsumen pada Onlineshop Bydewiariyanti.

Jenis penelitian ini menggunakan metode penelitian deskriptif dengan teknik analisis secara kuantitatif. Teknik pengambilan sampel yang digunakan adalah *accidental sampling* dengan jumlah sampel yang digunakan sebanyak 96 responden.

Hasil penelitian ini diperoleh bahwa nilai t hitung variabel pemasaran online (X1)  $3,669 > 1,986$ , jadi H1 diterima, yaitu artinya Pemasaran online berpengaruh signifikan terhadap keputusan pembelian. Diketahui bahwa nilai thitung variabel kualitas produk (X2) adalah  $3,742 > 1,986$ , jadi H2 diterima, yaitu artinya Kualitas produk berpengaruh signifikan terhadap keputusan pembelian. Diketahui bahwa nilai thitung variabel *Brand trust* (X3) adalah  $3,957 > 1,986$ , jadi H3 diterima yaitu artinya *Brand trust* berpengaruh signifikan terhadap keputusan pembelian. diperoleh nilai Fhitung sebesar 32,042 dengan nilai p.(Sig) sebesar  $0,000 < 0,05$ . Kemudian diperoleh nilai Fhitung  $12,168 > Ftabel 2,70$ , jadi H4 diterima. yang artinya terbukti adanya hubungan secara simultan antara variabel pemasaran online, kualitas produk, dan brand trust terhadap keputusan pembelian pada Onlineshop Bydewiariyanti. Jadi dalam penelitian ini diperoleh pernyataan bahwa secara parsial dan simultan pemasaran online, kualitas produk, dan *brand trust* berpengaruh terhadap keputusan pembelian pada Onlineshop Bydewiariyanti.

**Kata Kunci:** Pemasaran Online, Kualitas Porduk, Brand Trust, Keputusan Pembelian

## ABSTRACT

*The purpose of this study was to determine the partial and simultaneous effect of online marketing, product quality, and brand trust on consumer purchasing decisions at Bydewiariyanti Onlineshop.*

*This type of research uses descriptive research methods with quantitative analysis techniques. The sampling technique used is accidental sampling with the number of samples used as many as 96 respondents.*

*The results of this study obtained that the t value of the online marketing variable (X1) is  $3.669 > 1.986$ , so H1 is accepted, which means that online marketing has a significant effect on purchasing decisions. It is known that the tcount value of the product quality variable (X2) is  $3.742 > 1.986$ , so H2 is accepted, which means that product quality has a significant effect on purchasing decisions. It is known that the tcount value of the Brand trust variable (X3) is  $3.957 > 1.986$ , so H3 is accepted, which means that Brand trust has a significant effect on purchasing decisions. obtained the value of Fcount of 32,042 with a value of p.(Sig) of  $0.000 < 0.05$ . Then the Fcount value is  $12.168 > Ftable 2.70$ , so H4 is accepted. which means that there is a simultaneous relationship between online marketing variables, product quality, and brand trust on purchasing decisions at Bydewiariyanti Onlineshop. So in this study, it was obtained a statement that partially and simultaneously online marketing, product quality, and brand trust had an effect on purchasing decisions at Bydewiariyanti Onlineshop.*

**Keywords:** *Online Marketing, Product Quality, Brand Trust, Purchase Decision*