

## **ABSTRAK**

*Penelitian ini bertujuan untuk mengetahui pengaruh brand image dan promosi digital terhadap minat membeli konsumen produk tembak di UD. Sumber Rejeki Balongpanggang Gresik. Penelitian ini menggunakan metode kuantitatif dengan responden sebanyak 61 konsumen. Pengumpulan data menggunakan metode kuesioner dengan teknik sampling jenuh. Hasil dari penelitian ini menunjukkan bahwa brand image secara parsial berpengaruh signifikan terhadap minat membeli, dan promosi digital secara parsial berpengaruh signifikan terhadap minat membeli, serta brand image dan promosi digital secara simultan berpengaruh signifikan terhadap minat membeli.*

**Kata Kunci :** Brand image, promosi digital, minat membeli.

## **ABSTRACT**

*His study aims to determine the effect of brand image and digital promotion on consumer buying interest in livestock products at UD. Sumber Rejeki Balongpanggang Gresik. This study uses quantitative methods with 61 consumers as respondents. Collecting data using a questionnaire method with saturated sampling technique. The results of this study indicate that brand image partially has a significant effect on buying interest, and digital promotion partially has a significant effect on buying interest, and brand image and digital promotion simultaneously have a significant effect on buying interest.*

**Keywords:** Brand image, digital promotion, buying interest.