

***THE INFLUENCE OF DIGITAL MARKETING AND PERSONAL SELLING
ON PURCHASE DECISIONS FOR EIGER PRODUCTS
AT LIPPO PLAZA JEMBER REGENCY***

**Bagas Wahyu Wicaksono
Internasional Marketing Management Study Program
Business Major**

ABSTRACT

This study aims to determine the partial influence of Digital Marketing and Personal Selling on Consumer Purchase Decisions for Eiger products at Lippo Plaza Jember. The research applies a quantitative method with multiple linear regression analysis involving 60 respondents. The results show that Digital Marketing has a positive and significant effect on Purchase Decisions, indicated by a t-value of 5,322 and a significance level of 0.000, while Personal Selling has no significant effect, shown by a t-value of -0,664 and a significance level of 0.510. Thus, Digital Marketing is the most influential factor in increasing purchase decisions, whereas Personal Selling needs improvement to contribute more effectively.

Keywords: Digital Marketing, Personal Selling, Purchase Decision.