

PENGARUH DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH DAN LOCATION TERHADAP KEPUTUSAN PEMBELIAN DENGAN BRAND IMAGE SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *digital marketing* terhadap keputusan pembelian, (2) pengaruh *electronic word of mouth* terhadap keputusan pembelian, (3) pengaruh *location* terhadap keputusan pembelian, (4) pengaruh *digital marketing* terhadap *brand image*, (5) pengaruh *electronic word of mouth* terhadap *brand image*, (6) pengaruh *location* terhadap *brand image*, (7) pengaruh *brand image* terhadap keputusan pembelian, (8) pengaruh *digital marketing* terhadap keputusan pembelian melalui *brand image*, (9) pengaruh *electronic word of mouth* terhadap keputusan pembelian melalui *brand image*, dan (10) pengaruh *location* terhadap keputusan pembelian melalui *brand image*. Populasi penelitian adalah konsumen CW Coffee Outlet Seturan, Yogyakarta yang pernah membeli produk CW Coffee. Teknik pengambilan sampel menggunakan *nonprobability sampling* dengan pendekatan *purposive sampling*. Jumlah sampel yang digunakan dalam penelitian ini adalah 96 responden. Data diperoleh melalui penyebaran kuesioner secara *online* menggunakan *Google Form*. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Squares* (PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa: (1) *digital marketing* berpengaruh terhadap keputusan pembelian, (2) *electronic word of mouth* tidak berpengaruh terhadap keputusan pembelian, (3) *location* tidak berpengaruh terhadap keputusan pembelian, (4) *digital marketing* berpengaruh terhadap *brand image*, (5) *electronic word of mouth* berpengaruh terhadap *brand image*, (6) *location* berpengaruh terhadap *brand image*, (7) *brand image* berpengaruh terhadap keputusan pembelian, (8) *digital marketing* berpengaruh terhadap keputusan pembelian melalui *brand image* sebagai mediasi komplementer (*complementary mediation*), (9) *electronic word of mouth* berpengaruh terhadap keputusan pembelian dengan mediasi penuh (*indirect-only mediation*) oleh *brand image*, serta (10) *location* tidak berpengaruh terhadap keputusan pembelian dengan dimediasi oleh *brand image* (*no-effect nomediation*).

Kata kunci: digital marketing, electronic word of mouth, location, brand image, keputusan pembelian

THE EFFECT OF DIGITAL MARKETING, ELECTRONIC WORD OF MOUTH, AND LOCATION ON PURCHASE DECISIONS WITH BRAND IMAGE AS A MEDIATING VARIABLE

A Study at Cw Coffee Seturan Outlet, Yogyakarta

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This study aims to determine: (1) the effect of digital marketing on purchase decisions, (2) the effect of electronic word of mouth on purchase decisions, (3) the effect of location on purchase decisions, (4) the effect of digital marketing on brand image, (5) the effect of electronic word of mouth on brand image, (6) the effect of location on brand image, (7) the effect of brand image on purchase decisions, (8) the effect of digital marketing on purchase decisions through brand image, (9) the effect of electronic word of mouth on purchase decisions through brand image, and (10) the effect of location on purchase decisions through brand image. The research population consists of consumers of CW Coffee Outlet Seturan, Yogyakarta who have previously purchased CW Coffee products. The sampling technique used was nonprobability sampling with a purposive sampling approach. The sample size used in this study was 96 respondents. Data were collected through an online questionnaire distributed via Google Form. The data analysis technique used in this study is Partial Least Squares (PLS) with the assistance of SmartPLS 4 software. The results of the study indicate that: (1) digital marketing has an effect on purchase decisions, (2) electronic word of mouth has no effect on purchase decisions, (3) location has no effect on purchase decisions, (4) digital marketing has an effect on brand image, (5) electronic word of mouth has an effect on brand image, (6) location has an effect on brand image, (7) brand image has an effect on purchase decisions, (8) digital marketing has an effect on purchase decisions through brand image as complementary mediation, (9) electronic word of mouth has an effect on purchase decisions through full mediation (indirect-only mediation) by brand image, and (10) location has no effect on purchase decisions when mediated by brand image (no-effect no-mediation).

Keywords: digital marketing, electronic word of mouth, location, brand image, keputusan pembelian