

# THE INFLUENCE OF DIGITAL MARKETING AND SERVICEQUALITYONPURCHASINGDECISIONSAT BOGOR'S BLUE LANGUAGE CAFFE

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## Abstract

**Background** - In this era of increasingly fierce business competition, instilling a positive perception for consumers is an important factor in the sales success of a business. Business competition has been a phenomenon that has existed since ancient times when traders competed to gain profits from their merchandise. Development of the Coffee Shop business in Indonesia shows quite rapid development.

**Purpose** - This research aims to determine the influence of digital marketing and service quality simultaneously and partially on purchasing decisions for Blue Sky Caffe products in Bogor.

**methodology** - This research aims to determine the influence of digital marketing and service quality simultaneously and partially on purchasing decisions for Blue Sky Caffe products in Bogor. The type of research is descriptive and verification. The research sample is 100 customers using purposive sampling.

**Findings** - The research sample is 100 customers using purposive sampling. Data analysis using multiple linear regression shows that digital marketing and service quality simultaneously and partially have a positive and significant effect on product purchasing decisions at the Blue Sky Cafe, Bogor.

**Originality** - Development of the Coffee Shop business in Indonesia shows quite rapid development.

Keywords: :Digital Marketing,ServiceQualityandPurchasingDecisions.

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