

ABSTRAK

**PENGARUH *PRODUCT DESIGN*, *PERSONAL BRANDING*,
DAN *DIGITAL MARKETING* TERHADAP KEPUTUSAN PEMBELIAN
ALBUM FISIK MUSIK KOREAN POP**

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2023

Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh secara simultan *Product Design*, *Personal Branding*, dan *Digital Marketing* terhadap Keputusan Pembelian album fisik musik *Korean Pop*, (2) Pengaruh secara parsial *Product Design* terhadap Keputusan Pembelian album fisik musik *Korean Pop*, (3) Pengaruh secara parsial *Personal Branding* terhadap Keputusan Pembelian album fisik musik *Korean Pop*, (4) Pengaruh secara parsial *Digital Marketing* terhadap Keputusan Pembelian album fisik musik *Korean Pop*. Populasi dalam penelitian ini adalah semua penggemar Stray Kids. Teknik pengambilan sampel menggunakan *non probability sampling*. Data diperoleh dengan menyebarkan kuesioner tentang *Product Design*, *Personal Branding*, *Digital Marketing*, dan Keputusan Pembelian kepada 100 responden penggemar Stray Kids yang sudah melakukan pembelian album MAXIDENT dan berdomisili D.I Yogyakarta. Analisis data menggunakan regresi linear berganda dengan program aplikasi SPSS. Hasil penelitian ini menunjukkan bahwa: (1) *Product Design*, *Personal Branding*, dan *Digital Marketing* secara simultan berpengaruh terhadap Keputusan Pembelian album fisik musik *Korean Pop*. (2) *Product Design* secara parsial berpengaruh terhadap Keputusan Pembelian album fisik musik *Korean Pop*. (3) *Personal Branding* secara parsial tidak berpengaruh terhadap Keputusan Pembelian album fisik musik *Korean Pop*. (4) *Digital Marketing* secara parsial berpengaruh terhadap Keputusan Pembelian album fisik musik *Korean Pop*

Kata Kunci : *Product Design*, *Personal Branding*, *Digital Marketing* dan Keputusan Pembelian

ABSTRACT

***THE INFLUENCE OF PRODUCT DESIGN, PERSONAL BRANDING,
AND DIGITAL MARKETING ON THE DECISION TO PURCHASE
PHYSICAL ALBUMS FOR KOREAN MUSIC POP***

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2023

This study aims to determine: (1) The simultaneous effect of Product Design, Personal Branding, and Digital Marketing on the decision to purchase physical albums for Korean Pop music, (2) The partial effect of Product Design on purchasing decisions for physical albums for Korean Pop music, (3) Partial influence of Personal Branding on the decision to purchase physical albums for Korean Pop music, (4) Partial influence of Digital Marketing on purchase decisions for physical albums For Korean Pop music. Entirely consists of fans of Stray Kids. The sampling technique uses non-probability sampling. The data was obtained by distributing questionnaires about Product Design, personal branding, Digital Marketing, and purchasing decisions to 100 respondents who are Stray Kids fans, have purchased MAXIDENT albums, and they are domiciled in D.I Yogyakarta. Data analysis used multiple linear regression with the SPSS application program. The results of this study indicate that: (1) Product Design, personal branding, and Digital Marketing simultaneously influence the decision to buy physical albums for Korean Pop music. (2) Product Design partially influences the decision to purchase physical albums for Korean Pop music. (3) Personal branding partially does not affect the decision to purchase physical albums for Korean Pop music. (4) Digital Marketing partially influences the decision to purchase physical albums for Korean Pop music.

Keywords: Product Design, Personal Branding, Digital Marketing, and Purchasing Decisions