

THE EFFECT OF DIGITAL MARKETING ON PURCHASE INTEREST IN SMALL AND MEDIUM-SIZED ENTERPRISES CAKE LANDIA

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Abstract

This research aims to analyze the effect of digital marketing on purchasing interest in Cake Landia MSMEs in Bengkalis. Cake Landia is one of the SMEs in Bengkalis that has implemented digital marketing strategies. This research employs a quantitative method with an associative research design and primary data sources. The population for this research consists of residents of Bengkalis who have previously purchased Cake Landia products. The sampling technique used in this research is probability sampling, with a sample size of 100 respondents. Data collection was conducted through the distribution of questionnaires and analyzed using SPSS version 20 through validity tests, reliability tests, classical assumption tests (normality, linearity, and heteroscedasticity), simple correlation tests, simple linear regression tests, and hypothesis tests (t-tests). The results of this research indicate that digital marketing has a positive and significant effect on purchasing interest in Cake Landia SMEs, with a coefficient of determination of 55.8%, while the remaining 44.2% is caused by other variables not discussed in this research. This research proves that the implementation of good digital marketing strategies can increase consumer purchasing interest in Cake Landia.

Keywords: *Digital Marketing and Purchase Interest*