

ABSTRAK

Usaha mikro, kecil, dan menengah (UMKM) di Indonesia memiliki peran penting dalam perekonomian nasional, namun masih menghadapi tantangan dalam penerapan strategi pemasaran digital, membangun kepercayaan merek, mengembangkan kreativitas produk, dan meningkatkan keunggulan bersaing. Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing*, *brand trust*, kreativitas produk, dan keunggulan bersaing terhadap keputusan pembelian pada UMKM IPEMI di Tegal. Penelitian menggunakan metode kuantitatif dengan penyebaran kuesioner kepada 190 responden, dan data dianalisis menggunakan teknik *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *digital marketing*, *brand trust*, kreativitas produk, dan keunggulan bersaing berpengaruh positif terhadap keputusan pembelian.

Kata Kunci: *Digital Marketing*, *Brand Trust*, Kreativitas Produk, Keunggulan Bersaing, Keputusan Pembelian, UMKM

ABSTRAK

Micro, Small, and Medium Enterprises (MSMEs) in Indonesia play a vital role in the national economy but still face challenges in implementing digital marketing strategies, building brand trust, developing product creativity, and strengthening competitive advantage. This study aims to analyze the influence of digital marketing, brand trust, product creativity, and competitive advantage on purchase decisions of IPEMI MSMEs in Tegal. A quantitative research method was employed by distributing questionnaires to 190 respondents, and the data were analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS). The results indicate that digital marketing, brand trust, product creativity, and competitive advantage have a positive effect on purchase decisions.

Keywords: Digital Marketing, Brand Trust, Product Creativity, Competitive Advantage, Purchase Decision, MSMEs