ABSTRACT

Digital Marketing Mix is one of the elements used as a tool for marketing the products toward consumers in order to stimulate the interest which contained in each of the consumer to make a purchase. The research is conducted to determine the digital marketing mix to the train user's purchase intention through mobile application KAI ACCESS

The method used in this research is quantitative descriptive type. The process of sampling using probability sampling with simple random sampling type, where the number of respondents taken amounted to 100 respondents. This study uses multiple linear regression analysis.

Result of research indicate that, digital marketing mix variable have significant influence simultaneously to variable of purchase intention with the result of test Fcount> Ftable that is 182,692> 2,20. The digital purchase intetnion of train users from the digital marketing mix is Product, Promotion, Price, Person, Process, and Physical Evidence, while Place is not. The advice given to the company is to maintain the elements of the digital marketing mix considered good by consumers.

Keywords : digital marketing mix, purchase intention.