

ABSTRACT

A coffee shop is a place that provides food and drinks, but the main menu sells coffee. In general, what is called a coffee shop is a coffee shop that has a place with an attractive design and provides many coffee menus. In addition to enjoying coffee, the coffee shop is a space for conversing and exchanging information by its visitors.

This study aims to analyze how much influence digital marketing and celebrity endorsement have on purchasing decisions for coffee shop consumers in the city of Semarang. The population used in this research is to customers or consumers who have made at least 1 purchase at a coffee shop in the city of Semarang. The sample used was 121 respondents. This study uses a purposive sampling technique which belongs to the non-probability sampling method. Then the collected data is processed using the IBM SPSS software application.

The results of this study indicate that digital marketing has a positive and significant effect on consumer purchasing decisions while celebrity endorsements do not significantly affect consumer purchasing decisions.

Keyword: *Digital Marketing, Celebrity Endorsement, and Buying Decision*