

## **ABSTRACT**

*Brand image is a very important aspect along with technological growth, market saturation, globalization and intense competition. The purpose of this study is to examine how product quality and digital marketing impact brand image which will influence purchasing decisions among consumers who use PT Mayora Indah Tbk. The research approach is quantitative, with the research sample being sampled using a purposive sampling technique is 121 consumers in Semarang. This research uses Structural Equation Modeling (SEM) analysis with Smart PLS. The results of this research show that product quality and digital marketing factors show a good and big influence on brand image which will influence purchasing decisions. In addition, product quality and digital marketing show a positive and important influence on brand image which acts to influence purchasing decisions. Analysis and testing of variables that influence the quality of PT Mayora Indah Tbk consumer products using the Partial Least Square (PLS) algorithm. This research examines the telecommunications sector based on suggestions from previous research.*

**Keywords: brand image, product quality, digital marketing, purchase decisions**