

## The Impact of Digital Channel on Customer Purchasing Satisfaction

A Amran<sup>1</sup>, A Suparwo<sup>2</sup>, S W K Dewi<sup>3</sup>, Y Sariwaty S<sup>4</sup> and R Herlina<sup>5</sup>

<sup>1,2,3,4,5</sup>Universitas BSI, Indonesia

<sup>1</sup>ali.alq@bsi.ac.id

**Abstract.** Digital marketing is a new kind of marketing for companies. Customers can get complete information easily about the product that they intend to buy through related digital channels. The aim of this research is to examine the influence of digital channel on customer purchasing decision and customer purchasing satisfaction, and to find out the correlation between age and product types which customers prefer to buy using digital channels, and the correlation between monthly income and frequency of product purchase. The research employs survey method to 81 respondents in Bandung City. The data was analyzed by using the chi-square test. It is found that digital channels were correlated with customer purchasing decision and customer purchasing satisfaction, age was correlated with the types of product, and monthly income was correlated with the frequency of purchasing product using digital channels.