

**PENGARUH DAYA TARIK IKLAN YOUTUBE, COUNTRY OF
ORIGIN, DISCOUNT DAN BRAND LOYALTY TERHADAP
KEPUTUSAN PEMBELIAN KONSUMEN PADA PRODUK NATURE
REPUBLIC**

ABSTRAK

Penelitian ini bertujuan untuk: (1) menganalisis pengaruh daya tarik iklan youtube terhadap keputusan pembelian, (2) menganalisis pengaruh *country of origin* terhadap keputusan pembelian. (3) menganalisis pengaruh *discount* terhadap keputusan pembelian. (4) menganalisis pengaruh *brand loyalty* terhadap keputusan pembelian. (5) menganalisis pengaruh daya tarik iklan youtube, *country of origin*, *discount*, *brand loyalty* secara simultan terhadap keputusan pembelian. Sampel penelitian ini terdiri dari 100 pengguna Nature Republic di wilayah Yogyakarta. Pengumpulan data dilakukan dengan kuesioner yang kemudian diuji validitas dan reliabilitasnya. Uji asumsi klasik membuktikan bahwa data berdistribusi normal, tidak terjadi multikolonieritas dan heteroskedastisitas. Hasil penelitian menunjukkan bahwa (1) daya tarik iklan youtube tidak berpengaruh signifikan terhadap keputusan pembelian, (2) *country of origin* tidak berpengaruh signifikan terhadap keputusan pembelian, (3) *discount* tidak berpengaruh signifikan terhadap keputusan pembelian. (4) *brand loyalty* berpengaruh signifikan terhadap keputusan pembelian. (5) daya tarik iklan youtube, *country of origin*, *discount*, *brand loyalty* berpengaruh secara simultan terhadap keputusan pembelian.

Kata kunci : daya tarik iklan youtube, *country of origin*, *discount*, *brandloyalty*, keputusan pembelian

**THE EFFECT OF ATTRACTION OF YOUTUBE ADVERTISING,
COUNTRY OF ORIGIN, DISCOUNT AND BRAND LOYALTY ON
CONSUMER PURCHASING DECISION ON
NATURE REPUBLIC PRODUCTS**

ABSTRACT

This study aims to: (1) analyze the effect of the attractiveness of YouTube ads on purchasing decisions, (2) analyze the effect of country of origin on purchasing decisions. (3) analyze the effect of discount on purchasing decisions. (4) analyze the effect of brand loyalty on purchasing decisions. (5) analyze the effect of the attractiveness of YouTube ads, country of origin, discount, brand loyalty simultaneously on purchasing decisions. The sample of this study consisted of 100 Nature Republic consumers in the Yogyakarta. Data collection was carried out with a questionnaire which was then tested for validity and reliability. The classic assumption test proves that the data are normally distributed, and free from multicollinearity and heteroscedasticity. The results of the study show that (1) the attractiveness of YouTube ads has no significant effect on purchasing decisions, (2) country of origin has no significant effect on purchasing decisions, (3) discounts have no significant effect on purchasing decisions. (4) brand loyalty has a significant effect on purchasing decisions. (5) the attractiveness of YouTube ads, country of origin, discounts, brand loyalty simultaneously influence the purchase decision.

Keywords: *YouTube ads, country of origin, discounts, brand loyalty, purchasing decision*