

**PENGARUH CELEBRITY ENDORSER, PRICE DISCOUNT,
ELECTRONIC WORD OF MOUTH (E-WOM) DAN SHOPPING
EMOTION TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN
PADA MARKETPLACE SHOPEE**

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ABSTRAK

Penelitian kuantitatif kausal ini bertujuan untuk menguji pengaruh Celebrity Endorser, Price Discount, Electronic Word Of Mouth (E-WOM) dan Shopping Emotion terhadap Keputusan Pembelian Konsumen pada Marketplace Shopee. Sampel penelitian terdiri dari 100 responden yang pernah berbelanja melalui marketplace Shopee. Uji instrumen menyatakan bahwa semua item valid dan reliabel. Hasil uji asumsi klasik membuktikan bahwa data terdistribusi normal, model regresi tidak mengalami multikolinearitas, autokorelasi dan heteroskedastisitas. Analisis Regresi Linear Berganda membuktikan bahwa: (1) Celebrity Endorser tidak berpengaruh signifikan terhadap Keputusan Pembelian, (2) Price Discount berpengaruh signifikan terhadap Keputusan Pembelian, (3) Electronic Word of Mouth (E-WOM) berpengaruh signifikan terhadap Keputusan Pembelian, (4) Shopping Emotion berpengaruh signifikan terhadap Keputusan Pembelian.

Kata Kunci: Celebrity Endorser, Price Discount, Electronic Word of Mouth (E-WOM), Shopping Emotion, Keputusan Pembelian

**THE EFFECT OF CELEBRITY ENDORSER, PRICE DISCOUNT,
ELECTRONIC WORD OF MOUTH (E-WOM) AND SHOPPING
EMOTION ON PURCHASE DECISION IN
SHOPEE MARKETPLACE**

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ABSTRACT

This causal quantitative research aims to examine the effect of Celebrity Endorsers, Price Discounts, Electronic Word Of Mouth (E-WOM) and Shopping Emotion on Consumer Purchasing Decisions in Shopee Marketplace. The research sample consisted of 100 respondents who had shopped through the Shopee marketplace. The instrument test states that all items are valid and reliable. The classic assumption test results prove that the data are normally distributed, the regression model does not experience multicollinearity, autocorrelation and heteroscedasticity. Multiple Linear Regression Analysis proves that: (1) Celebrity Endorser has no significant effect on Purchasing Decisions, (2) Price Discount has a significant effect on Purchasing Decisions, (3) Electronic Word of Mouth (E-WOM) has a significant effect on Purchasing Decisions, (4) Shopping Emotion has a significant effect on Purchasing Decisions.

Keywords: Celebrity Endorser, Price Discount, Electronic Word of Mouth (E-WOM), Shopping Emotion, Purchase Decision