

**PENGARUH *ENDORSER*, DAYA TARIK IKLAN DAN *ONLINE*
CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN
KOSMETIK DI *MARKETPLACE SHOPEE***

ABSTRAK

Persaingan antar *marketplace* tidaklah mudah, terlebih pada konsumen yang mudah tergoda untuk berpindah dari merk satu ke merk yang lain terutama dalam industri kosmetik. Perusahaan kosmetik diharapkan mempunyai strategi dalam menarik konsumen dengan keputusan pembelian. Tujuan dalam penelitian ini adalah untuk menganalisis pengaruh endorser, daya tarik iklan dan online custome review terhadap keputusan pembelian kosmetik di *marketplace shopee*. Metode penelitian yang digunakan adalah kuantitatif dengan analisis data menggunakan analisis linear berganda dibantu olah data menggunakan SPSS versi 22. Hasil penelitian menunjukkan bahwa endorser, daya tarik iklan dan online custome review memiliki pengaruh signifikan terhadap keputusan pembelian kosmetik di *marketplace shopee* dengan signifikansi sebesar $0,000 < 0,05$.

Kata Kunci: *Endorser*, Daya Tarik Iklan, Online Custome Review dan Keputusan Pembelian

***INFLUENCE OF ENDORSER, AD ATTRACTIVENESS AND
ONLINE CUSTOMER REVIEW ON PURCHASE DECISION
COSMETIC PRODUCT AT MARKETPLACE SHOPEE***

ABSTRACT

Competition between marketplace is not easy, especially for consumers who are easily tempted to switch from one brand to another, especially in the cosmetic industry. Cosmetic companies are expected to have strategies in attracting consumers with purchasing decisions. The purpose of this study was to analyze the effect of endorsers, advertising attractiveness and online customer reviews on cosmetic purchasing decisions in the shopee marketplace. The research method used is quantitative with data analysis using multiple linear analysis assisted by data processing using SPSS version 22. The results show that endorsers, advertising appeals and online customer reviews have a significant influence on cosmetic purchasing decisions in the shopee marketplace with a significance of $0.000 < 0,05$.

Keywords: Endorser, Ad Attractiveness, Online Customer Review and Purchase Decision