

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh celebrity endorser, electronic word of mouth, dan media sosial terhadap keputusan pembelian konsumen Scarlett Whitening. Penelitian ini dilakukan dengan pendekatan kuantitatif. Pengumpulan data primer dilakukan dengan menyebarkan kuesioner kepada sampel sebanyak 70 responden yang berusia minimal 17 tahun, melakukan pembelian produk di Daerah Istimewa Yogyakarta, dan melakukan pembelian produk Scarlett Whitening di antara bulan Januari 2021 sampai bulan Desember 2021. Analisis data yang digunakan pada penelitian ini adalah uji regresi linear berganda. Hasil penelitian ini menunjukkan bahwa secara parsial celebrity endorser dan media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan tingkat signifikansi celebrity endorser sebesar $0,021 < 0,05$, dan media sosial sebesar $0,003 < 0,05$. Sedangkan electronic word of mouth tidak berpengaruh positif dan signifikan terhadap keputusan pembelian dengan tingkat signifikansi sebesar $0,705 > 0,05$. Hasil uji determinasi diketahui bahwa besarnya persentase pengaruh celebrity endorser, electronic word of mouth, dan media sosial sebesar 0,295 atau 29%, artinya variabel celebrity endorser, electronic word of mouth, dan media sosial secara simultan mempengaruhi keputusan pembelian sebesar 29% sedangkan sisanya sebesar 71% dipengaruhi oleh variabel lain di luar penelitian ini. Media sosial merupakan variabel yang paling dominan berpengaruh dengan nilai koefisien beta (β_3) paling besar yaitu 0,401.

Kata kunci: Celebrity Endorser, Electronic Word Of Mouth, Media Sosial, Keputusan Pembelian Konsumen.

ABSTRACT

This study aims to analyze the influence of celebrity endorser, electronic word of mouth, and social media on consumer purchasing decisions of Scarlett Whitening. This research was conducted with a quantitative approach. Primary data collection was conducted by disseminating questionnaires to a sample of 70 respondents who were at least 17 years old, purchasing products at Special Region of Yogyakarta, and purchasing products between January 2021 and December 2021. The data analysis used in this study was a multiple linear regression test. The results of this study showed that partially celebrity endorser and social media had positive and significant influence on the purchase decisions, with a celebrity endorser significance of $0,021 < 0,05$, social media of $0,003 < 0,05$. While electronic word of mouth had no positive and significant effect on purchasing decisions with a significance rate of $0,705 > 0,05$. The results of the determination test are known that the percentage of influence of celebrity endorser, electronic word of mouth, and social media by 0.295 or 29%, meaning that the variables celebrity endorser, electronic word of mouth, and social media simultaneously affect purchasing decisions by 29% while the remaining 71% is influenced by other variables outside this study. Social media is the most dominant variable with the largest beta coefficient (β_3) value of 0.401. Keywords: Celebrity Endorser, Electronic Word of Mouth, Social Media, Consumer Purchase Decision.