

PENGARUH *BRAND AMBASSADOR* DAN *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN PELEMBAB WAJAH SOMETHINC DI KOTA SINGARAJA

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ABSTRAK

Penelitian ini bertujuan untuk menguji apakah *brand ambassador* dan *electronic word of mouth* memiliki pengaruh terhadap keputusan pembelian pelembab wajah Somethinc di Kota Singaraja baik secara parsial dan simultan. Penelitian ini mengambil sampel dari konsumen yang berada di wilayah Kota Singaraja dan pernah menggunakan atau membeli pelembab wajah Somethinc minimal satu kali, berusia minimal 17 tahun. Metode yang digunakan menggunakan teknik *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner dengan jumlah responden sebanyak 150 orang. Data penelitian ini dianalisis menggunakan analisis regresi linear berganda dan pengolahan data dilakukan dengan menggunakan SPSS versi 25. Hasil penelitian ini menunjukkan bahwa variabel (1) *Brand ambassador* dan *electronic word of mouth* berpengaruh secara simultan terhadap keputusan pembelian pelembab wajah Somethinc di Kota Singaraja. (2) *Brand ambassador* berpengaruh secara positif dan signifikan terhadap keputusan pembelian pelembab wajah Somethinc di Kota Singaraja. (3) *Electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian pelembab wajah Somethinc di Kota Singaraja.

Kata Kunci: *Brand Ambassador, Electronic Word Of Mouth, Keputusan Pembelian*

***THE INFLUENCE OF BRAND AMBASSADOR AND ELECTRONIC WORD
OF MOUTH ON THE DECISION TO PURCHASE SOMETHINC FACIAL
MOISTURIZER IN SINGARAJA CITY***

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Abstract

This study aims to test whether brand ambassadors and electronic word of mouth have an influence on the decision to purchase Somethinc facial moisturizer in Singaraja City, both partially and simultaneously. This study took samples from consumers in the Singaraja City area and had used or purchased Somethinc facial moisturizer at least once, aged at least 17 years. The method used was a non-probability sampling technique with a purposive sampling method. Data collection was carried out using a questionnaire with a total of 150 respondents. The research data were analyzed using multiple linear regression analysis and data processing was carried out using SPSS version 25. The results of this study indicate that the variables (1) Brand ambassadors and electronic word of mouth have a simultaneous effect on the decision to purchase Somethinc facial moisturizer in Singaraja City. (2) Brand ambassadors have a positive and significant effect on the decision to purchase Somethinc facial moisturizer in Singaraja City. (3) Electronic word of mouth has a positive and significant effect on the decision to purchase Somethinc facial moisturizer in Singaraja City.

Keywords : Brand Ambassador, Electronic Word Of Mouth, Purchasing Decision