

PENGARUH *INFLUENCER MARKETING*, *E-WOM*, DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINTIFIC DI YEPPA *COSMETIC*

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh dari *influencer marketing*, *E-WOM*, dan *brand awareness* secara parsial dan simultan terhadap Keputusan pembelian produk Skintific di Yeppa Cosmetic. Rancangan penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Penentuan sampel dalam penelitian ini menggunakan teknik *purposive sampling*. Jumlah sampel yang digunakan dalam pengumpulan data adalah kuesioner serta teknik analisis data yang digunakan adalah analisis regresi linier berganda. Adapun hasil dalam penelitian ini adalah: (1) *influencer marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skintific di Yeppa Cosmetic. (2) *E-WOM* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skintific di Yeppa Cosmetic. (3) *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skintific di Yeppa Cosmetic. (4) *influencer marketing*, *E-WOM*, dan *brand awareness* berpengaruh signifikan terhadap keputusan pembelian produk Skintific di Yeppa Cosmetic.

Kata kunci: *brand awareness*, *E-WOM*, *influencer marketing*, keputusan pembelian

THE INFLUENCE OF INFLUENCER MARKETING, E-WOM, AND BRAND AWARENESS ON PURCHASE DECISIONS FOR SKINTIFIC PRODUCTS AT YEPPA COSMETICS

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Abstract

This study aims to examine the partial and simultaneous influence of influencer marketing, e-WOM, and brand awareness on purchasing decisions for Skintific products at Yeppa Cosmetics. The research design used in this study is quantitative causal. The sample in this study was determined using a purposive sampling technique. The sample size used for data collection was a questionnaire, and the data analysis technique used was multiple linear regression analysis. The results of this study are: (1) influencer marketing has a positive and significant effect on purchasing decisions for Skintific products at Yeppa Cosmetics. (2) e-WOM has a positive and significant effect on purchasing decisions for Skintific products at Yeppa Cosmetics. (3) Brand awareness has a positive and significant influence on purchasing decisions for Skintific products at Yeppa Cosmetics. (4) Influencer marketing, e-WOM, and brand awareness have a significant influence on purchasing decisions for Skintific products at Yeppa Cosmetics.

Keywords: brand awareness, e-WOM, influencer marketing, purchasing decisions

