

ABSTRAK**PENGARUH *BRAND AMBASSADOR*, *VIRAL MARKETING*, *CASHBACK*,
DAN *FREE SHIPPING* TERHADAP KEPUTUSAN PEMBELIAN DI *E-*
COMMERCE SHOPEE PADA MAHASISWA KOS DI CONDONGCATUR
YOGYAKARTA**

Puvit
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh *brand ambassador* terhadap keputusan pembelian; (2) pengaruh *viral marketing* terhadap keputusan pembelian; (3) pengaruh *cashback* terhadap keputusan pembelian; (4) pengaruh *free shipping* terhadap keputusan pembelian; dan (5) pengaruh *brand ambassador*, *viral marketing*, *cashback*, dan *free shipping* terhadap keputusan pembelian di *e-commerce* Shopee pada mahasiswa kos di Condongcatur Yogyakarta.

Penelitian ini merupakan penelitian eksplanatori yang dilaksanakan di Condongcatur Yogyakarta pada bulan April-Juni 2021. Populasi penelitian adalah mahasiswa kos di Condongcatur. Sampel penelitian berjumlah 100 mahasiswa yang diambil dengan teknik *kuota sampling*. Teknik pengumpulan data yaitu kuesioner *online* melalui *Google Form*. Analisis data menggunakan analisis regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) *brand ambassador* tidak berpengaruh signifikan terhadap keputusan pembelian; (2) *viral marketing* tidak berpengaruh signifikan terhadap keputusan pembelian; (3) *cashback* tidak berpengaruh signifikan terhadap keputusan pembelian; (4) *free shipping* berpengaruh signifikan terhadap keputusan pembelian; dan (5) *brand ambassador*, *viral marketing*, *cashback*, dan *free shipping* berpengaruh secara bersama-sama terhadap keputusan pembelian sebesar 48%.

Kata kunci: *brand ambassador*, *viral marketing*, *cashback*, *free shipping*, dan keputusan pembelian.

ABSTRACT

THE EFFECTS OF BRAND AMBASSADOR, VIRAL MARKETING, CASHBACK, AND FREE SHIPPING ON PURCHASE DECISION AT SHOPEE E-COMMERCE OF COLLEGE STUDENTS LIVE IN BOARDING HOUSE IN CONDONGCATUR YOGYAKARTA

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The purpose of this study is to test and analyze: (1) the effect of brand ambassador on purchase decision; (2) the effect of viral marketing on purchase decision; (3) the effect of cashback on purchase decision; (4) the effect of free shipping on purchase decision; and (5) the effect of brand ambassador, viral marketing, cashback, and free shipping on purchase decision at Shopee e-commerce on college students of boarding house in Condongcatur Yogyakarta.

This research is an explanatory study carried out in Condongcatur Yogyakarta in April-June 2021. The research population were boarding house students in Condongcatur. The research sample covered 100 students. The research sampling technique was quota sampling. The data collection technique was an online questionnaire via Google Form. The data analysis technique was multiple linear regression analysis.

The results of data analysis showed that: (1) brand ambassador had no significant effect on purchase decision; (2) viral marketing had no significant effect on purchase decision; (3) cashback had no significant effect on purchase decision; (4) free shipping had a significant effect on purchase decision; and (5) brand ambassador, viral marketing, cashback, and free shipping were predictors of purchase decision by 48%.

Keywords: brand ambassador, viral marketing, cashback, free shipping, and purchase decision.