

ABSTRAK

PENGARUH BEAUTY INFLUENCER DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN SERUM DARKSPOT SKINCARE SKINTIFIC

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Yogyakarta
2024

Penelitian ini bertujuan untuk mengetahui Pengaruh *Beauty Influencer* dan *Electronic Word Of Mouth* terhadap Keputusan Pembelian *Serum Darkspot Skincare Skintific*. Teknik pengambilan sampel dalam penelitian ini menggunakan *purpose sampling*. Data yang diperoleh dengan menyebarkan kuesioner berupa G-form secara *online* kepada mahasiswa Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma yang pernah membeli dan menggunakan serum *darkspot skincare skintific* dengan jumlah sampel sebanyak 100. Uji instrumen pada penelitian ini menggunakan uji validitas dan uji reliabilitas. Penelitian ini menggunakan analisis regresi linear berganda sebagai Teknik analisis data. Hasil yang diperoleh dalam penelitian ini sebagai berikut: 1) *Beauty Influencer* dan *Electronic Word Of Mouth* secara simultan berpengaruh terhadap Keputusan Pembelian. 2) *Beauty Influencer* secara parsial berpengaruh terhadap Keputusan Pembelian. 3) *Electronic Word Of Mouth* secara parsial berpengaruh terhadap Keputusan Pembelian.

Kata kunci: *Beauty Influencer, Electronic Word Of Mouth, Keputusan Pembelian.*

ABSTRACT

THE INFLUENCE OF BEAUTY INFLUENCER AND ELECTRONIC WORD OF MOUTH ON PURCHASING DECISION FOR SKINTIFIC SKINCARE DARKSPOT SERUM

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This study aims to determine the Influence of Beauty influencer and Electronic Word Of Mouth on Purchasing Decision for Darkspot Skincare Skintific Serum. The sampling technique in this study used purpose sampling. Data were obtained by distributing questionnaires in the form of online G-forms to students of Sanata Dharma University Yogyakarta. The population in this study was students of Sanata Dharma University who had purchased and used darkspot skincare skintific serum with a sample size of 100. The instrument test in this study used validity and reliability tests. This study used multiple linear regression analysis as a data analysis technique. The results obtained in this study are as follows: 1) Beauty Influencers and Electronic Word Of Mouth simultaneously influence Purchasing Decision. 2) Beauty Influencer partially influence Purchasing Decisions. 3) Electronic Word Of Mouth partially influences Purchasing Decision.

Keywords: Beauty Influencer, Electronic Word Of Mouth, Purchasing Decision.

