

**PENGARUH *SOCIAL MEDIA MARKETING ACTIVITIES* TERHADAP
KEPUTUSAN PEMBELIAN DENGAN BRAND IMAGE SEBAGAI
MEDIASI PADA PRODUK *SKINCARE THE ORIGINOTE***

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ABSTRACT

This study aims to determine: 1) the effect of Entertainment on purchase decisions, 2) the effect of Interactivity on purchase decisions, 3) the effect of Trendiness on purchase decisions, 4) the effect of Electronic Word of Mouth (e-WOM) on purchase decisions, 5) the effect of Brand Image on purchase decisions, 6) the mediating role of Brand Image in the effect of Entertainment on purchase decisions, 7) the mediating role of Brand Image in the effect of Interactivity on purchase decisions, 8) the mediating role of Brand Image in the effect of Trendiness on purchase decisions, and 9) the mediating role of Brand Image in the effect of e-WOM on purchase decisions. The sampling technique used was non-probability sampling with a purposive sampling method, and data were collected through a questionnaire distributed via Google Form to 391 respondents who met the sample criteria. The data analysis technique employed Partial Least Squares (PLS) using SmartPLS 3.0. The results of this study indicate that: 1) Entertainment has a direct effect on purchase decisions, 2) Interactivity has no direct effect on purchase decisions, 3) Trendiness has no direct effect on purchase decisions, 4) e-WOM has no direct effect on purchase decisions, 5) Brand Image has a direct effect on purchase decisions, 6) Brand Image partially mediates the effect of Entertainment on purchase decisions, 7) Brand Image fully mediates the effect of Interactivity on purchase decisions, 8) Brand Image does not mediate the effect of Trendiness on purchase decisions, and 9) Brand Image fully mediates the effect of e-WOM on purchase decisions.

Keywords: Entertainment, Interactivity, Trendiness, e-WOM, Brand Image, Purchase Decision.

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh *Entertainment* terhadap keputusan pembelian, 2) Pengaruh Interaktivitas terhadap keputusan pembelian, 3) Pengaruh *Trendiness* terhadap keputusan pembelian, 4) Pengaruh *Electronic Word Of Mouth* (e-WOM) terhadap keputusan pembelian, 5) Pengaruh *Brand Image* terhadap keputusan pembelian, 6) *Brand Image* memediasi pengaruh *Entertainment* terhadap Keputusan Pembelian, 7) *Brand Image* memediasi pengaruh Interaktivitas terhadap Keputusan Pembelian, 8) *Brand Image* memediasi pengaruh *Trendiness* terhadap Keputusan Pembelian, 9) *Brand Image* memediasi pengaruh e-WOM terhadap Keputusan Pembelian. Teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *Google Form* yang disebarakan kepada 391 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa: 1) *Entertainment* berpengaruh secara langsung terhadap Keputusan Pembelian, 2) Interaktivitas tidak berpengaruh secara langsung terhadap Keputusan Pembelian, 3) *Trendiness* tidak berpengaruh secara langsung terhadap Keputusan Pembelian, 4) e-WOM tidak berpengaruh secara langsung terhadap Keputusan Pembelian, 5) *Brand Image* berpengaruh secara langsung terhadap keputusan pembelian, 6) *Brand Image* memediasi Sebagian pengaruh *entertainment* terhadap Keputusan Pembelian, 7) *Brand Image* memediasi penuh pengaruh Interaktivitas terhadap Keputusan Pembelian, 8) *Brand Image* tidak memediasi pengaruh *Trendiness* terhadap Keputusan Pembelian, 9) *Brand Image* memediasi penuh pengaruh e-WOM terhadap Keputusan Pembelian.

Kata Kunci: *Entertainment*, Interaktivitas, *Trendiness*, e-WOM, *Brand Image*, Keputusan Pembelian.