

## ABSTRAK

**PENGARUH CELEBRITY ENDORSER, SOCIAL MEDIA MARKETING,  
FASHION LIFESTYLE, DAN SCARCITY MARKETING TERHADAP  
PURCHASE DECISION**

**Studi pada konsumen *brand Absolute308* dan *Maternal Disaster***

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Penelitian ini bertujuan menganalisis pengaruh *celebrity endorser*, *social media marketing*, *fashion lifestyle*, dan *scarcity marketing* secara simultan dan parsial terhadap *purchase decision* konsumen *brand Absolute308* dan *Maternal Disaster*, serta mengetahui perbedaan persepsi konsumen terhadap *celebrity endorser* dan *scarcity marketing* antara kedua *brand*. Penelitian kuantitatif kausal-komparatif ini melibatkan 385 responden yang dipilih melalui *purposive sampling*. Data dianalisis menggunakan regresi linier berganda, uji F, uji t, dan *Paired Sample T-Test*. Hasil penelitian menunjukkan bahwa: (1) secara simultan, keempat variabel berpengaruh positif dan signifikan terhadap *purchase decision* pada kedua *brand*; (2) secara parsial pada *Absolute308*, hanya *scarcity marketing* yang berpengaruh positif dan signifikan, sedangkan *celebrity endorser*, *social media marketing*, dan *fashion lifestyle* tidak berpengaruh signifikan; (3) secara parsial pada *Maternal Disaster*, *social media marketing* dan *scarcity marketing* berpengaruh positif dan signifikan, sedangkan *celebrity endorser* dan *fashion lifestyle* tidak berpengaruh signifikan; serta (4) hasil *Paired Sample T-Test* menunjukkan terdapat perbedaan persepsi konsumen yang signifikan pada *celebrity endorser* antara kedua *brand*, sedangkan pada *scarcity marketing* tidak terdapat perbedaan signifikan. Temuan ini mengindikasikan bahwa *scarcity marketing* merupakan pendorong utama keputusan pembelian pada industri *fashion* lokal, sementara efektivitas media sosial dan elemen lainnya bervariasi tergantung pada karakteristik masing-masing *brand*.

**Kata kunci:** *celebrity endorser*, *social media marketing*, *fashion lifestyle*, *scarcity marketing*, *purchase decision*.

## ABSTRACT

### **THE INFLUENCE OF CELEBRITY ENDORSER, SOCIAL MEDIA MARKETING, FASHION LIFESTYLE, AND SCARCITY MARKETING ON PURCHASE DECISION** **A Study on Absolute308 and Maternal Disaster Consumers**

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This study aims to analyze the simultaneous and partial effects of celebrity endorsers, social media marketing, fashion lifestyle, and scarcity marketing on purchase decisions for Absolute308 and Maternal Disaster, as well as to examine differences in consumer perceptions of celebrity endorsers and scarcity marketing between both brands. This quantitative causal-comparative study involved 385 respondents selected via purposive sampling. Data were analyzed using multiple linear regression, F-tests, t-tests, and Paired Sample T-Tests. The results reveal that: (1) simultaneously, all four variables positively and significantly affect purchase decisions for both brands; (2) partially for Absolute308, only scarcity marketing has a significant positive effect, whereas celebrity endorser, social media marketing, and fashion lifestyle do not; (3) partially for Maternal Disaster, social media marketing and scarcity marketing significantly affect purchase decisions, whereas celebrity endorser and fashion lifestyle do not; and (4) the Paired Sample T-Test shows a significant difference in consumer perception of celebrity endorsers between the two brands, but no significant difference in scarcity marketing. These findings indicate that scarcity marketing serves as a primary driver of purchase decisions in the local fashion industry, while the effectiveness of social media marketing and other elements varies based on brand characteristics.

**Keywords:** celebrity endorser, social media marketing, fashion lifestyle, scarcity marketing, purchase decision.