

ABSTRAK



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**PENGARUH DIGITAL MARKETING DAN BRAND AMBASSADOR
TERHADAP KEPUTUSAN PEMBELIAN SCARLETT WHITENING**

(Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta)

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh variabel *Digital Marketing* dan *Brand Ambassador* terhadap Keputusan Pembelian produk Scarlett Whitening 2) Pengaruh variabel *Digital Marketing* terhadap Keputusan Pembelian produk Scarlett Whitening 3) Pengaruh variabel *Brand Ambassador* terhadap Keputusan Pembelian produk Scarlett Whitening. Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma. Sampel dalam penelitian ini sebanyak 125 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*. Teknik analisis data yang digunakan adalah teknik statistik deskriptif, uji asumsi klasik, analisis regresi linear berganda dan pengujian hipotesis menggunakan aplikasi IBM SPSS 20 dan data diperoleh dengan menyebarkan kuesioner kepada 125 responden. Hasil dalam penelitian ini menunjukkan bahwa: 1) *Digital Marketing* dan *Brand Ambassador* secara simultan berpengaruh terhadap keputusan pembelian produk Scarlett Whitening, 2) *Digital Marketing* secara parsial tidak berpengaruh terhadap keputusan pembelian produk Scarlett Whitening, 3) *Brand Ambassador* secara parsial berpengaruh terhadap keputusan pembelian produk Scarlett Whitening.

Kata Kunci: *Digital Marketing*, *Brand Ambassador*, Keputusan Pembelian

ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING AND BRAND AMBASSADOR ON PURCHASING DECISION OF SCARLETT WHITENING

(Study on Students of Sanata Dharma University Yogyakarta)

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This study aims to determine: 1).The effect of Digital Marketing and Brand Ambassador variables on Purchasing Decisions of Scarlett Whitening products 2). The effect of Digital Marketing variables on Purchasing Decisions of Scarlett Whitening products 3).The effect of Brand Ambassador variable on Purchasing Decisions of Scarlett Whitening products. The population in this study was students of Sanata Dharma University. The sample in this study was 125 respondents. The sampling technique used was non probability sampling method. The data analysis technique used was descriptive statistical technique, classical assumption tests, multiple linear regression and hypothesis testing using the IBM SPSS 20 application and data were obtained by distributing questionnaires to 125 respondents. The results in this study indicate that: 1) Digital Marketing and Brand Ambassador simultaneously influence purchasing decision Scarlett Whitening products, 2) Digital Marketing partially has no effect on purchasing decisions Scarlett Whitening products, 3) Brand Ambassador partially affects purchasing decision to Scarlett Whitening products.

Keywords: Digital Marketing, Brand Ambassador, Purchasing Decision