

PENGARUH *BRAND AMBASSADOR*, KUALITAS PRODUK, DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK SOMETHINC

(Studi pada Konsumen di Daerah Istimewa Yogyakarta)

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INTISARI

Latar Belakang : Persaingan industri kosmetik di Indonesia semakin pesat. Somethinc merupakan brand lokal *skincare* yang memproduksi *skincare*, *body care*, *make up*, dan *beauty tools*. Saat ini, Somethinc menjadi brand terlaris di E-Commerce tahun 2022. Tingginya persaingan antar brand *skincare* di Indonesia membuat Somethinc merangkul Han So Hee sebagai *brand ambassador*.

Tujuan Penelitian : Untuk mengetahui pengaruh *brand ambassador*, kualitas produk, dan persepsi harga terhadap keputusan pembelian pada produk Somethinc.

Metode Penelitian : Metode yang digunakan adalah metode kuantitatif. Sumber data penelitian berasal dari data primer dan data sekunder. Teknik pengumpulan data menggunakan *non probability sampling (purposive sampling)*. Sampel penelitian ialah 100 responden dengan kriteria konsumen Somethinc di Daerah Istimewa Yogyakarta dengan usia minimal 17 tahun dan pernah menggunakan atau membeli minimal satu kali produk Somethinc.

Hasil : Hasil uji t pada variabel *brand ambassador* menunjukkan nilai $\text{sig } 0,000 < 0,05$, variabel kualitas produk menunjukkan nilai $\text{sig } 0,000 < 0,05$, dan variabel persepsi harga menunjukkan nilai $0,000 < 0,05$. Hasil uji F menunjukkan hasil nilai sig ketiga variabel $0,000 < 0,05$.

Kesimpulan : Diperoleh hasil yaitu variabel *brand ambassador*, kualitas produk, dan persepsi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian secara parsial maupun simultan.

Kata Kunci : Duta Merek, Kualitas Produk, Persepsi Harga, Keputusan Pembelian

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**THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND
PRICE PERCEPTION ON BUYING DECISION IN PRODUCT SOMETHINC
(STUDY ON CONSUMER IN SPECIAL REGION OF YOGYAKARTA)**

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ABSTRACT

Background : Competition in the cosmetics industry in Indonesia is increasing rapidly. Somethinc is a local skincare brand that produces skincare, body care, make up and beauty tools. Currently, Somethinc is the best-selling brand in E-Commerce in 2022. The high competition between skincare brands in Indonesia has made Somethinc embrace Han So Hee as a brand ambassador.

Objective : To determine the influence of brand ambassadors, product quality, and price perceptions on purchasing decisions for Somethinc products

Method : The method used is a quantitative method. Research data sources come from primary data and secondary data. The data collection technique uses non-probability sampling (purposive sampling). The research sample was 100 respondents with the criteria of Somethinc consumers in the Special Region of Yogyakarta with a minimum age of 17 years and who had used or purchased Somethinc products at least once.

Result : The results of the t test on the brand ambassador variable show a sig value of $0.000 < 0.05$, the product quality variable shows a sig value of $0.000 < 0.05$, and the price perception variable shows a value of $0.000 < 0.05$. The results of the F test show that the sig value for the three variables is $0.000 < 0.05$.

Conclusion : The results obtained were that brand ambassador, product quality and perception variables had a positive and significant influence on purchasing decisions partially or simultaneously.

Keyword : Brand Ambassador, Product Quality, Price Perception, Buying Decision

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