

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand ambassador*, *online customer review*, dan *free shipping promotion* terhadap *purchasing decision* produk *Scarlett Whitening* pada *e-commerce* Shopee. Jenis penelitian ini adalah penelitian kuantitatif.

Populasi dalam penelitian ini adalah konsumen pengguna produk *Scarlett Whitening* pada *e-commerce* Shopee yang jumlahnya tidak ternilai, sehingga untuk menentukan jumlah sampel menggunakan rumus Lameshow maka dapat ditentukan jumlah sampel sebanyak 100 responden. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* dengan teknik pengumpulan data menggunakan kuesioner.

Hasil pengujian hipotesis (uji t) menunjukkan bahwa *brand ambassador*, *online customer review*, dan *free shipping promotion* berpengaruh positif dan signifikan terhadap *purchasing decision* produk *Scarlett Whitening* pada *e-commerce* Shopee. Berdasarkan hasil uji koefisien determinasi (R^2) yang memiliki nilai 0,626 yang berarti bahwa 62,6% variabel *purchasing decision* dapat dijelaskan oleh variabel *brand ambassador*, *online customer review*, dan *free shipping promotion* serta sisanya sebesar 37,4% dijelaskan oleh variabel lain yang tidak digunakan dalam penelitian ini.

Kata Kunci: *Brand Ambassador, Online Customer Review, Free Shipping Promotion, Purchasing Decision*

ABSTRACT

This research aimed to find out the effect of brand ambassadors, online customer reviews, and free shipping promotions on the purchasing decisions of Scarlet Whitening products in Shopee e-commerce. Moreover, the research was quantitative.

The population was consumers who used Scarlet Whitening products in Shopee e-commerce with an unlimited number of. Due to the unlimited population, the Lameshow formula was used. In line with that, there were 100 respondents as the sample. Furthermore, the data collection technique used purposive sampling with questionnaires.

The result of the hypothesis test (t-test) showed that brand ambassadors, online customer reviews, and free shipping promotions had a positive and significant effect on the purchasing decisions of Scarlet Whitening products in Shopee e-commerce. Additionally, the result of the determination coefficient (R^2) was 0.626. It meant that 62.6% of purchasing decisions were explained by brand ambassadors, online customers reviews, and free shipping promotions. The rest of 37.4% was explained by other variables outside the research.

Keywords: *Brand Ambassadors, Online Customer Review, Free Shipping Promotion, Purchasing Decision*



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