

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *digital marketing*, *brand ambassador*, dan harga terhadap keputusan pembelian produk *skincare* Avoskin. Latar belakang penelitian didasarkan pada meningkatnya persaingan dalam industri *skincare* lokal serta pentingnya strategi pemasaran digital dalam membangun kesadaran merek dan memengaruhi perilaku konsumen.

Jenis Penelitian ini menggunakan kuantitatif terhadap semua konsumen Avoskin di seluruh Indonesia. Teknik pengambilan sampel menggunakan purposive sampling dan pengumpulan data dilakukan melalui *google form* dan didistribusikan secara *online*. Analisis data menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS.

Hasil penelitian dari total sebanyak 97 responden menunjukkan bahwa variabel independen, yaitu digital marketing dan harga, berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Avoskin, baik secara parsial maupun simultan. Sedangkan variabel *brand ambassador* tidak berpengaruh secara signifikan terhadap keputusan pembelian.

Kata Kunci: *digital marketing*, *brand ambassador*, harga, keputusan pembelian.

ABSTRACT

This research analyzes the effect of digital marketing, brand ambassador, and price on the purchasing decisions of Avoskin skincare products. It is due to the rise in competition within the local skincare industry and the importance of digital marketing strategies in building brand awareness and affecting consumers' behavior.

The research applies quantitatively. Furthermore, the population consists of all consumers of Avoskin throughout the world. The data collection technique used was purposive sampling. Moreover, the instrument in the data collection technique was through Google Forms and distributed online. The data analysis technique used was multiple linear regression with SPSS.

The result from 97 respondents shows that independent variables, namely digital marketing and price, have a positive and significant effect on Avoskin's purchasing decision, either partially or simultaneously. Meanwhile, a brand ambassador has an insignificant effect on purchasing decisions.

Keywords: *digital marketing, brand ambassador, price, and purchasing decisions.*



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