

ABSTRAK

PENGARUH *ONLINE CUSTOMER REVIEW*, *VARIETY OF SELECTION* DAN *BRAND AMBASSADOR* TERHADAP KEPUTUSAN PEMBELIAN PRODUK KECANTIKAN *SCARLETT WHITENING* DI LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh *Online Customer Review*, *Variety Of Selection* dan *Brand Ambassador* terhadap Keputusan Pembelian produk kecantikan *Scarlett Whitening* di Lampung. Jenis Penelitian ini bersifat kuantitatif kausalitas dengan menggunakan metode analisis regresi berganda. Metode penarikan sampel yang digunakan dalam penelitian ini adalah metode *nonprobability sampling* dengan menggunakan teknik *purpose sampling* sebanyak 160 responden. Hasil dalam penelitian ini secara parsial menunjukkan bahwa variabel *Online Customer Review* (X1) dan *Brand Ambassador* (X3) berpengaruh terhadap Keputusan Pembelian, sedangkan variabel *Variety of Selection* (X2) tidak berpengaruh terhadap Keputusan Pembelian. Secara simultan hasil dalam penelitian ini menunjukkan bahwa *Online Customer Review*, *Variety of Selection* dan *Brand Ambassador* berpengaruh terhadap Keputusan Pembelian produk kecantikan *Scarlett Whitening* di Lampung. *Scarlett whitening* diharapkan dapat mempertahankan *review-review* yang menunjukkan karakter produknya, selain itu *scarlett whitening* dapat melakukan berbagai inovasi dalam menciptakan variasi produk baru dan memilih *brand ambassador* yang tepat sehingga dapat selalu menarik perhatian konsumen hingga melakukan keputusan pembelian.

Kata Kunci : *Online Customer Review*, *Variety of Selection*, *Brand Ambassador*, Keputusan Pembelian

ABSTRAK

THE EFFECT OF ONLINE CUSTOMER REVIEW, VARIETY OF SELECTION, AND BRAND AMBASSADOR ON THE PURCHASE DECISION FOR SCARLET WHITENING BEAUTY PRODUCTS IN LAMPUNG

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The purpose of this study was to find the effect of Online Customer Reviews, Variety of Selections, and Brand Ambassadors on purchase decisions for Scarlet Whitening beauty products in Lampung. This research was quantitative causality using the multiple linear regression analysis. The sampling method in this research used a non-probability sampling method with the total sample of 160 respondents. The result of this study showed that online customer reviews (X1) and brand ambassadors (X3) partially had an effect on purchase decisions, while variety of selection (X2) had no effect on purchase decisions. The simultaneous test result showed that online customer reviews, brand ambassadors, and variety of selection had an effect on purchase decisions for Scarlett Whitening products in Lampung. Scarlett Whitening is expected to maintain reviews that show the character of its products, apart from that, Scarlett Whitening is also expected to be able to innovate in creating new products and choosing the right brand ambassadors so that they can attract consumers' attention to make purchasing decisions.

Keywords: Online Customer Review, Variety of Selection, Brand Ambassador, Purchasing Decision