

## **ABSTRAK**

### **PENGARUH SALES PROMOTION DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN MAKEUP ESQADI SHOPEE MALL**

**Oleh:**

**ADELILA PUTRI**

Penelitian ini bertujuan untuk mengetahui pengaruh *sales promotion* dan *electronic word of mouth* terhadap keputusan pembelian makeup ESQA di Shopee Mall. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi yang dipilih dalam penelitian ini adalah konsumen yang membeli makeup ESQA di Shopee Mall. Metode penarikan sampel yang digunakan dalam penelitian ini adalah nonprobability sampling dengan menggunakan teknik purposive sampling dan menggunakan aplikasi G-Power sehingga diperoleh 107 responden. Metode analisis data yang digunakan pada penelitian ini adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa secara parsial maupun simultan bahwa variable *sales promotion* dan *electronic word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian makeup ESQA di Shopee Mall. Di sarankan kepada pihak ESQA di Shopee Mall untuk memperpanjang jangka waktu promosi sehingga konsumen tertarik melakukan pembelian dan pihak ESQA juga meningkatkan ulasan positif sehingga menghilangkan kekhawatiran konsumen.

**Kata Kunci:** *Sales Promotion, Electronic Word Of Mouth* Dan Keputusan Pembelian.

## **ABSTRACT**

### **THE EFFECT OF SALES PROMOTION AN ELECTRONIC WORD OF MOUTH ON PURCHASE DECISION ESQA MAKEUP IN SHOPPE MALL**

**By:**

**ADELILA PUTRI**

The purpose of this study was to determine the effect of sales promotion and electronic word of mouth on purchase decision ESQA makeup in Shopee Mall. This study was quantitative research. The population in this study was consumers of ESQA in Shopee Mall. The sampling technique in this study was using a nonprobability technique with purposive sampling. The total sample in this study was 107 respondents was used the G-Power application. The results shown through partial and simulant tests were sales promotion and electronic word-of-mouth variables positive and significantly influenced purchase decision ESQA in Shopee Mall. The suggestions to ESQA management in Shopee Mall are to extend the promotion times so that it could attract consumers to purchase and ESQA management could increase positive reviews to remove consumer concerns.

***Keywords : Sales Promotion, Electronic Word of Mouth, and Purchase Decision.***