

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh *Shopee Live*, *Brand Ambassador* k-pop EXO, dan *Brand Image* terhadap keputusan pembelian produk Scarlett Whitening di *e-commerce* Shopee. Lokasi penelitian ini dilakukan pada konsumen Scarlett Whitening Kota Semarang. Jenis penelitian ini menggunakan penelitian kuantitatif serta metode yang digunakan adalah penelitian survei dan penelitian pendekatan asosiatif. Instrumen utama penelitian ini adalah kuesioner dengan 100 responden yang menggunakan rumus Rao Purba. Pengumpulan data didapatkan dengan cara menyebarkan kuesioner pada konsumen Scarlett Whitening Kota Semarang yang dipilih secara purposive sampling. Pengolahan data menggunakan *software Microsoft Excel* dan IBM SPSS Versi 25. Analisis data yang digunakan adalah analisis regresi linear berganda. Hasil penelitian menyimpulkan dari analisis data hasil uji F menunjukkan bahwa *Shopee Live*, *Brand Ambassador* K-Pop EXO, dan *Brand Image* berpengaruh positif secara simultan terhadap keputusan pembelian produk Scarlett Whitening di *e-commerce* Shopee. Selanjutnya analisis data hasil uji T menunjukkan bahwa *Shopee Live* tidak memiliki pengaruh positif secara parsial terhadap keputusan pembelian Scarlett Whitening di *e-commerce* Shopee, sedangkan *Brand Ambassador* K-Pop EXO dan *Brand Image* memiliki pengaruh positif secara parsial terhadap keputusan pembelian Scarlett Whitening di *e-commerce* Shopee.

Kata kunci: keputusan Pembelian, Shopee Live, Brand Ambassador K-Pop EXO, Brand Image.

ABSTRACT

The aim of this research is to determine the influence of Shopee Live, EXO's k-pop Brand Ambassador, and Brand Image on purchasing decisions for Scarlett Whitening products on Shopee e-commerce. The location of this research was conducted on Scarlett Whitening consumers in Semarang City. This type of research uses quantitative research and the methods used are survey research and associative approach research. The main instrument of this research is a questionnaire with 100 respondents using the Rao Purba formula. Data collection was obtained by distributing questionnaires to Scarlett Whitening consumers in Semarang City who were selected using purposive sampling. Data processing uses Microsoft Excel and IBM SPSS Version 25 software. The data analysis used is multiple linear regression analysis. The research results concluded from the data analysis of the F test results showing that Shopee Live, Brand Ambassador K-Pop EXO, and Brand Image simultaneously had a positive influence on purchasing decisions for Scarlett Whitening products on e-commerce Shopee. Furthermore, data analysis of the T test results shows that Shopee Live does not have a partial positive influence on the decision to purchase Scarlett Whitening on Shopee e-commerce, while the K-Pop EXO Brand Ambassador and Brand Image have a partial positive influence on the decision to purchase Scarlett Whitening on e-commerce. Shopee commerce.

Keywords: Purchase decision, Shopee Live, EXO K-Pop Brand Ambassador, Brand Image.