

**PENGARUH *BRAND AMBASSADOR*, *CELEBRITY ENDORSEMENT* DAN *ONLINE CUSTOMER REVIEW* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE* LOKAL DI DAERAH ISTIMEWA YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis pengaruh *brand ambassador*, *celebrity endorsement* dan *online customer review* terhadap keputusan pembelian produk *skincare* lokal. Metode yang digunakan dalam pengambilan sampel adalah teknik *nonprobability sampling* berupa *purposive sampling*. Populasi dalam penelitian ini adalah mahasiswa aktif Daerah Istimewa Yogyakarta yang berjumlah 266.491 mahasiswa kemudian sampelnya dihitung dengan menggunakan rumus Slovin menjadi 120 responden. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda serta dilakukan Uji Validitas dan Reliabilitas, Uji Asumsi Klasik, Uji Hipotesis, Uji Koefisien Determinasi. Hasil analisis menunjukkan bahwa secara simultan faktor *brand ambassador*, *celebrity endorsement* dan *online customer review* berpengaruh signifikan terhadap keputusan pembelian produk *skincare* lokal. Secara parsial *brand ambassador* dan *online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan *celebrity endorsement* tidak berpengaruh terhadap keputusan pembelian pada produk *skincare* lokal.

**Kata Kunci:** *Brand Ambassador, Celebrity Endorsement, Online Customer Review, Keputusan Pembelian*

 13/10 '23

**THE INFLUENCE OF BRAND AMBASSADOR, CELEBRITY  
ENDORSEMENT AND ONLINE CUSTOMER REVIEW ON PURCHASE  
DECISION OF LOCAL SKINCARE PRODUCTS IN THE SPECIAL REGION  
OF YOGYAKARTA**

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***Abstract***

*This study aims to analyze the influence of brand ambassador, celebrity endorsement and online customer review on purchasing decision for local skincare products. The method used in sampling is a nonprobability sampling technique in the form of purposive sampling. The population in this study were active students from the Special Region of Yogyakarta, totaling 266,491 students. The sample was calculated using the Slovin formula to 120 respondents. The analysis in this study used multiple linear regression analysis and carried out Validity and Reliability Tests, Classical Assumption Tests, Hypothesis Tests, Coefficient of Determination Tests. The results of the analysis show that brand ambassador, celebrity endorsement and online customer review simultaneously have a significant effect on purchasing decisions for local skincare products. Partially, brand ambassadors and online customer reviews have a positive and significant effect on purchasing decisions, while celebrity endorsements have no effect on purchasing decisions on local skincare products.*

**Keywords:** *Brand Ambassador, Celebrity Endorsement, Online Customer Review, Purchase Decision.*