


PENGARUH *CONTENT CREATOR*, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PRODUK *FASHION* PADA *ONLINE MARKETPLACE*

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *content creator*, kualitas produk, dan citra merek terhadap keputusan pembelian produk *fashion* pada *online marketplace*. Teknik pengambilan sampel dalam penelitian ini menggunakan teknik *purposive sampling*, dengan jumlah responden sebanyak 100 responden. Data primer dalam penelitian ini dikumpulkan menggunakan metode kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen yang meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linearitas, multikolinearitas, heteroskedastisitas, dan analisis regresi linear berganda, serta uji hipotesis yang meliputi uji t, uji F, koefisien determinan dengan bantuan program IBM SPSS *Statistic 25*. Hasil penelitian ini menunjukkan bahwa *content creator* berpengaruh signifikan terhadap keputusan pembelian produk *fashion* pada *online marketplace*, kualitas produk berpengaruh signifikan terhadap keputusan pembelian produk *fashion* pada *online marketplace*, citra merek berpengaruh signifikan terhadap keputusan pembelian produk *fashion* pada *online marketplace*, serta *content creator*, kualitas produk, dan citra merek secara simultan berpengaruh signifikan terhadap keputusan pembelian produk *fashion* pada *online marketplace*.

Kata Kunci: *Content Creator, Kualitas Produk, Citra Merek, Keputusan Pembelian*

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***THE INFLUENCE OF CONTENT CREATORS, PRODUCT QUALITY, AND
BRAND IMAGE ON PURCHASING DECISIONS FOR FASHION
PRODUCTS IN THE ONLINE MARKETPLACE***

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Abstract

This study aims to analyse the effect of content creators, product quality, and brand image on purchasing decisions for fashion products in the online marketplace. The sampling technique in this study used purposive sampling technique, with a total of 100 respondents. Primary data in this study were collected using a questionnaire method via google form which has been tested for validity and reliability. Data analysis in this study used descriptive analysis test, instrument test which included validity and reliability test, classical assumption test which included normality test, linearity, multicollinearity, heteroscedasticity, and multiple linear regression analysis, as well as hypothesis testing which included t test, F test, coefficient of determination with the help of IBM SPSS Statistic 25 program. The results of this study indicate that content creators have a significant effect on purchasing decisions for fashion products in the online marketplace, product quality has a significant effect on purchasing decisions for fashion products in the online marketplace, brand image has a significant effect on purchasing decisions for fashion products in the online marketplace, and content creators, product quality, and brand image simultaneously have a significant effect on purchasing decisions for fashion products in the online marketplace.

Keywords: Content Creator, Product Quality, Brand Image, Purchase Decision