

**PENGARUH *INFLUENCER MARKETING*, *WORD OF MOUTH* (WOM)
DAN BRAND AWARENESS (KESADARAN MEREK) TERHADAP
KEPUTUSAN PEMBELIAN PADA PRODUK KOSMETIK BEDAK DI
YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh *influencer marketing*, *word of mouth* (WoM), dan *brand awareness* terhadap keputusan pembelian pada produk kosmetik bedak di Yogyakarta. Penelitian dilakukan dengan pendekatan kuantitatif, untuk pengumpulan sampel yang digunakan adalah *sampling proporsive* sejumlah 102 responden. Teknik pengumpulan data menggunakan kuesioner melalui *google formulir* yang telah diuji validitas dan reabilitasnya. Uji yang digunakan dalam penelitian adalah analisis deskriptif, uji instrument (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji multikolonieritas, uji linieritas dan uji heteroskedastisitas) dan analisis dalam penelitian ini menggunakan analisis regresi linear berganda. Data tersebut diolah menggunakan program analisis statistik yaitu SPSS (*Statistical Package and Service Solution*) versi 22. Hasil dari penelitian ini menunjukkan bahwa *influencer marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian, *word of mouth* berpengaruh positif dan signifikan terhadap keputusan pembelian, *brand awareness* tidak berpengaruh positif dan tidak signifikan terhadap keputusan pembelian, dan *influencer marketing*, *word of mouth*, dan *brand awareness* berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: *Influencer Marketing*, *Word of Mouth*, *Brand Awareness*, dan *Keputusan Pembelian*



THE INFLUENCE OF INFLUENCER MARKETING, WORD OF MOUTH (WOM), AND BRAND AWARENESS ON PURCHASING DECISIONS FOR COSMETIC POWDER PRODUCTS IN YOGYAKARTA

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Abstract

This study aims to investigate the impact of influencer marketing, word of mouth (WOM), and brand awareness on purchasing decisions for powder cosmetic products in Yogyakarta. A quantitative approach was used for the research, with a sample of 102 respondents selected through proportional sampling. Data were collected using a questionnaire distributed via Google Forms, which had been tested for validity and reliability. The analysis included descriptive statistics, instrument tests (validity and reliability tests), and classical assumption tests (normality, multicollinearity, linearity, and heteroscedasticity tests). The data were further analysed using multiple linear regression analysis. The results indicate that influencer marketing has a positive and significant effect on purchasing decisions, while word of mouth also has a positive and significant effect on purchasing decisions. In contrast, brand awareness does not have a positive or significant effect on purchasing decisions. Additionally, influencer marketing, word of mouth, and brand awareness collectively have a positive and significant impact on purchasing decisions.

Keywords: *Influencer Marketing, Word of Mouth, Brand Awareness, and Purchasing Decisions*