

**PENGARUH *STORYTELLING MARKETING*, *BRAND AMBASSADOR*,
DAN *TAGLINE* TERHADAP KEPUTUSAN PEMBELIAN
LIP PRODUCT WARDAH
(Survei pada Mahasiswi Program Studi S1 Manajemen
UPN “Veteran” Yogyakarta)**

**NANDA WAHYU OKTAVIA
NIM. 141200153**

Program Studi Manajemen Fakultas Ekonomi dan Bisnis
Universitas Pembangunan Nasional “Veteran” Yogyakarta

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh *storytelling marketing*, *brand ambassador*, dan *tagline* terhadap keputusan pembelian *lip product* Wardah. Populasi dalam penelitian ini adalah Mahasiswi Program Studi S1 Manajemen UPN “Veteran” Yogyakarta. Teknik pengambilan sampel menggunakan *nonprobability* dengan metode *purposive sampling*. Data diperoleh dari kuesioner yang disebar dengan google formulir, dan mendapatkan responden sebanyak 130 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis deskriptif, analisis regresi linear berganda, uji f, uji t, dan koefisien determinasi dengan menggunakan program SPSS 23. Hasil dari penelitian ini menunjukkan bahwa: 1) *Storytelling marketing*, *brand ambassador*, dan *tagline* secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian *lip product* Wardah. 2) *Storytelling marketing* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian *lip product* Wardah. 3) *Brand ambassador* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian *lip product* Wardah. 4) *Tagline* secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian *lip product* Wardah.

Kata kunci: *Storytelling Marketing*, *Brand Ambassador*, *Tagline*, Keputusan Pembelian

**THE INFLUENCE OF STORYTELLING MARKETING, BRAND
AMBASSADOR, AND TAGLINE ON PURCHASING DECISIONS**

LIP PRODUCT WARDAH

(Case Study of Undergraduate Management Study Program Students

UPN “Veteran” Yogyakarta)

NANDA WAHYU OKTAVIA

NIM. 141200153

Management Study Program, Faculty of Economics and Business,

UPN “Veteran” Yogyakarta

ABSTRACT

This research aims to analyze and determine the influence of storytelling marketing, brand ambassadors, and taglines on purchasing decisions for Wardah lip products. The population in this study were female students from the Management Study Program at UPN "Veteran" Yogyakarta. The sampling technique uses nonprobability with a purposive sampling method. Data was obtained from a questionnaire distributed using Google Forms, and received 130 respondents. The data analysis techniques used in this research are descriptive analysis, multiple linear regression analysis, f test, t test, and coefficient of determination using the SPSS 23 program. The results of this research show that: 1) Storytelling marketing, brand ambassadors, and taglines in general together have a significant influence on the decision to purchase Wardah lip products. 2) Storytelling marketing partially has a positive and significant effect on purchasing decisions for Wardah lip products. 3) Brand ambassadors partially have a positive and significant influence on the decision to purchase Wardah lip products. 4) The tagline partially has a positive and significant effect on purchasing decisions for Wardah lip products.

Keywords: *Storytelling Marketing, Brand Ambassador, Tagline, Purchase Decision*