

**PENGARUH SOSIAL MEDIA, *BRAND AMBASSADOR*, DAN *E-WOM*
(*ELECTRONIC WORD OF MOUTH*) TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN: PERAN MEDIASI *BRAND TRUST*
(Survey Pada Mahasiswi UPN “VETERAN” Yogyakarta Terhadap Produk
Glad2glow)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, *brand ambassador*, dan electronic word of mouth (e-WOM) terhadap keputusan pembelian konsumen dengan *brand trust* sebagai variabel mediasi pada produk Glad2Glow. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian ini adalah mahasiswi UPN “Veteran” Yogyakarta yang mengetahui atau pernah menggunakan produk Glad2Glow. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah responden sebanyak 144 orang. Data dikumpulkan melalui kuesioner dengan menggunakan skala Likert lima poin. Teknik analisis data yang digunakan adalah Structural Equation Modeling-Partial Least Square (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa media sosial, *brand ambassador*, dan electronic word of mouth (e-WOM) berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, media sosial, *brand ambassador*, dan e-WOM juga berpengaruh positif dan signifikan terhadap *brand trust*. *Brand trust* terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian serta mampu memediasi pengaruh media sosial, *brand ambassador*, dan e-WOM terhadap keputusan pembelian konsumen pada produk Glad2Glow. Penelitian ini menunjukkan bahwa strategi pemasaran digital yang didukung oleh *brand trust* dapat meningkatkan keputusan pembelian konsumen dalam industri *skincare*.

Kata kunci: Media Sosial, *Brand Ambassador*, *Electronic Word of Mouth (e-WOM)*, *Brand Trust*, Keputusan Pembelian, SEM-PLS.

THE INFLUENCE OF SOCIAL MEDIA, BRAND AMBASSADOR, AND E-WOM (ELECTRONIC WORD OF MOUTH) ON CONSUMER PURCHASE DECISIONS: THE MEDIATING ROLE OF BRAND TRUST

A Survey of Female Students at UPN “Veteran” Yogyakarta on Glad2Glow Products

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ABSTRACT

This study aims to analyze the influence of social media, brand ambassador, and electronic word of mouth (e-WOM) on consumer purchasing decisions with brand trust as a mediating variable for Glad2Glow products. This research used a quantitative approach with a survey method. The population in this study consisted of female students of UPN “Veteran” Yogyakarta who were familiar with or had used Glad2Glow products. The sampling technique used purposive sampling with a total of 144 respondents. Data were collected through questionnaires using a fivepoint Likert scale. The data analysis technique used was Structural Equation Modeling–Partial Least Square (SEM-PLS) with the assistance of SmartPLS 4 software. The results showed that social media, brand ambassador, and electronic word of mouth (e-WOM) had a positive and significant effect on purchasing decisions. In addition, social media, brand ambassador, and e-WOM also had a positive and significant effect on brand trust. Brand trust was proven to have a positive and significant effect on purchasing decisions and was able to mediate the influence of social media, brand ambassador, and e-WOM on consumer purchasing decisions of Glad2Glow products. This study indicates that digital marketing strategies supported by brand trust can improve consumer purchasing decisions in the skincare industry.

Keywords: Social Media, Brand Ambassador, Electronic Word of Mouth (e-WOM), Brand Trust, Purchasing Decision, SEM-PLS

