

ABSTRAK

Anggita Dian Rahmawati, Pengaruh *Celebrity Endorser*, Citra Merek, *Affiliate Marketing* dan *E-WOM* Terhadap Keputusan Pembelian Produk *Skincare* Skintific (Studi Kasus Konsumen di Ponorogo Olshop Murah). Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Pembimbing II: Ahmad Nur Aziz, S.Pd., M.Ak.

Skintific memiliki berbagai produk *skincare* mulai dari *moisturizer*, serum, hingga *sunscreen*. Skintific memiliki produk dengan berbagai jenis kulit seperti kulit normal, berminyak, sensitif, berjerawat atau bruntusan, kering, bertekstur, dan kulit kusam. Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser*, citra merk, *affiliate marketing* dan *E-WOM* terhadap keputusan pembelian produk *skincare* skintific di Ponorogo Olshop Murah. Penelitian ini menggunakan metode penelitian Kuantitatif. Populasi penelitian ini adalah Konsumen Ponorogo Olshop Murah sebanyak 384 orang melalui kuesioner. Hasil penelitian ini membuktikan bahwa 1) Pengaruh *celebrity endorser* terhadap keputusan pembelian produk *skincare* Skintific signifikan, 2) Pengaruh Citra merk terhadap keputusan pembelian produk *skincare* Skintific signifikan, 3) Pengaruh *Affiliate Marketing* terhadap keputusan pembelian produk *skincare* Skintific signifikan, 4) Pengaruh *e-WOM* terhadap keputusan pembelian produk *skincare* Skintific signifikan.

Kata Kunci: *celebrity endorser*, citra merk, *affiliate marketing* dan *E-WOM* keputusan pembelian

ABSTRACT

Anggita Dian Rahmawati, *The Influence of Celebrity Endorser, Brand Image, Affiliate Marketing and E-WOM on Purchasing Decision of Skintific Skincare Products (Consumer Case Study in Ponorogo Olshop Murah). Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Rizal Ula Ananta Fauzi, S.E., M.M. Supervisor II: Ahmad Nur Aziz, S.Pd., M.Ak.*

Skintific has various skincare products ranging from moisturizers, serums, to sunscreens. Skintific has products for various skin types such as normal, oily, sensitive, acne-prone or bumpy, dry, textured, and dull skin. This study aims to determine the influence of celebrity endorsers, brand image, affiliate marketing and E-WOM on purchasing decisions of skintific skincare products in Ponorogo Olshop Murah. This study uses a Quantitative research method. The population of this study was 384 Ponorogo Olshop Murah consumers through a questionnaire. The results of this study prove that 1) The influence of celebrity endorsers on purchasing decisions for Skintific skincare products is significant, 2) The influence of brand image on purchasing decisions for Skintific skincare products is significant, 3) The influence of affiliate marketing on purchasing decisions for Skintific skincare products is significant, 4) The influence of e-WOM on purchasing decisions for Skintific skincare products is significant.

Keywords: *celebrity endorsers, brand image, affiliate marketing and E-WOM purchasing decisions*