

## ABSTRAK

Fadhilla Jauza' Nursalisa. 2025. Analisis *Brand Ambassador*, *E-Promotion*, dan *Reference Group* terhadap Keputusan Pembelian produk Deodorant Jennskin (Studi Kasus Pengguna Jennskin di Wilayah Madiun). Skripsi Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M. Pembimbing (II) Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Ambassador*, *E-Promotion*, dan *Reference Group* terhadap keputusan pembelian produk deodorant Jennskin di wilayah Madiun. Latar belakang penelitian ini didasari oleh meningkatnya minat konsumen terhadap produk perawatan tubuh alami dan strategi pemasaran digital yang semakin berkembang. Metode yang digunakan adalah pendekatan kuantitatif dengan penyebaran kuesioner kepada 385 responden pengguna aktif produk Jennskin. Teknik analisis data menggunakan regresi linier berganda. Hasil uji parsial menunjukkan bahwa *Brand Ambassador*, *E-Promotion*, dan *Reference Group* masing-masing berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil uji simultan juga menunjukkan bahwa ketiga variabel tersebut secara bersama-sama berpengaruh signifikan terhadap keputusan pembelian, dengan nilai determinasi ( $R^2$ ) sebesar 84,5%. Temuan ini menegaskan bahwa strategi pemasaran melalui figur publik,

promosi digital, dan pengaruh sosial kelompok referensi memainkan peranan penting dalam membentuk keputusan pembelian konsumen, khususnya generasi muda di wilayah Madiun.

**Kata kunci:** *Brand Ambassador, E-Promotion, Reference Group, Keputusan Pembelian, Jennskin.*

## ***ABSTRACT***

Fadhilla Jauza' Nursalisa. 2025. *Analysis of Brand Ambassador, E-Promotion, and Reference Group on Purchasing Decision of Jennskin Deodorant Products (Case Study of Jennskin Users in Madiun Area)*. Thesis, Management Study Program, Faculty of Economics and Business, PGRI MADIUN UNIVERSITY. Advisor (I) Dr. Hari Purwanto, S.E., M.M. Advisor (II) Hendra Setiawan, S.E., M.M.

*This study aims to analyze the influence of Brand Ambassador, E-Promotion, and Reference Group on consumer purchase decisions for Jennskin deodorant products in the Madiun region. The research background is driven by the increasing consumer interest in natural body care products and the evolving digital marketing strategies. The methodology employed a quantitative approach through questionnaire distribution to 385 respondents who are active users of Jennskin products. Data analysis was conducted using multiple linear regression techniques. The partial test results demonstrate that Brand Ambassador, E-Promotion, and Reference Group each have a positive and significant influence on purchase decisions. The simultaneous test results also indicate that these three variables collectively have a significant impact on purchase decisions, with a coefficient of determination ( $R^2$ ) of 84.5%. These findings confirm that marketing strategies through public figures, digital promotion, and social*

*influence from reference groups play crucial roles in shaping consumer purchase decisions, particularly among young consumers in the Madiun region.*

***Keywords:*** *Brand Ambassador, E-Promotion, Reference Group, Purchase Decision, Jennskin.*