

**PENGARUH SOCIAL MEDIA MARKETING, BRAND IMAGE DAN BRAND
AMBASSADOR TERHADAP KEPUTUSAN PEMBELIAN PRODUK SKINCARE MS
GLOW DI KOTADENPASAR**

ABSTRAK

Pada era globalisasi saat ini persaingan berbagai produk kecantikan sangatlah pesat dan ketat. Perkembangan industri kecantikan di Indonesia pun semakin meningkat pesat. Hal ini bisa dilihat dari banyaknya perubahan tren kecantikan dalam waktu sepuluh tahun terakhir industri kecantikan dan perawatan tubuh semakin sebagai kebutuhan utama di kalangan masyarakat Indonesia. Tujuan penelitian untuk menganalisis dan menjelaskan pengaruh *social media marketing*, *brand image* dan *brand ambassador* terhadap keputusan pembelian produk skincare Ms Glow. Metode pengumpulan data penelitian dilakukan melalui penyebaran kuesioner yang menggunakan lima poin skala likert sebagai alat ukur.

Ukuran sampel yang diambil menggunakan rumus *Hair*. Rumus *Hair* digunakan karena jumlah populasi belum diketahui dengan pasti maka ditentukan sampel dalam penelitian ini, dimana responden yang dijadikan sampel dalam penelitian ini tersebar di empat Kecamatan yang ada di Kota Denpasar. data dianalisis menggunakan teknik analisis regresi linier berganda menggunakan program pengolahan data SPSS for Windows.

Hasil menunjukkan bahwa *Social media marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian pada Ms Glow di Kota Denpasar. *Brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian pada Ms Glow di Denpasar. *Brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian pada Ms Glow di Kota Denpasar.

Kata Kunci: *social media marketing*, *brand image*, *brand ambassador*, keputusan pembelian

**THE INFLUENCE OF SOCIAL MEDIA MARKETING, BRAND IMAGE AND
BRAND AMBASSADOR ON THE PURCHASE DECISIONS OF MS GLOW
SKINCARE PRODUCTS IN DENPASAR CITY**

ABSTRACT

In the current era of globalization, competition for various beauty products is very fast and tight. The development of the beauty industry in Indonesia is also increasing rapidly. This can be seen from the many changes in beauty trends in the last ten years, the beauty and body care industry has become a major need among Indonesian people. The purpose of this study was to analyze and explain the influence of social media marketing, brand image and brand ambassadors on purchasing decisions for Ms Glow's skincare products. The research data collection method was carried out by distributing questionnaires using a five-point Likert scale as a measuring tool.

The sample size was taken using the Hair formula. The Hair formula was used because the population size was not known with certainty, so the sample was determined in this study, where the respondents who were sampled in this study were spread across four sub-districts in Denpasar City. data were analyzed using multiple linear regression analysis techniques using the SPSS for Windows data processing program.

The results show that social media marketing has a positive and significant effect on purchasing decisions at Ms Glow in Denpasar City. Brand image has a positive and significant effect on purchasing decisions at Ms Glow in Denpasar City. Brand ambassadors have a positive and significant effect on purchasing decisions at Ms Glow in Denpasar City.

Keywords: social media marketing, brand image, brand ambassador, purchase decision