

## ABSTRAK

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**Pengaruh *Brand Ambassador*, Persepsi Harga, Komunikasi Pemasaran, Inovasi Produk terhadap Keputusan Pembelian *Skincare Somethinc* di DKI Jakarta**

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh *Brand Ambassador*, Persepsi Harga, Komunikasi Pemasaran, Inovasi Produk terhadap Keputusan Pembelian *skincare Somethinc* di DKI Jakarta serta tinjauannya dari sudut pandang islam. Populasi pada penelitian ini yaitu pengguna *skincare Somethinc* di DKI Jakarta, jumlah sampel dalam penelitian ini sebanyak 170 orang. Teknik pengambilan sampel yang digunakan yaitu *Purposive Sampling*. Metode analisis yang digunakan analisis regresi berganda. Berdasarkan hasil penelitian ini menunjukkan bahwa (1) *Brand Ambassador* berpengaruh terhadap Keputusan pembelian. (2) Persepsi Harga tidak berpengaruh terhadap Keputusan pembelian. (3) Komunikasi Pemasaran berpengaruh terhadap Keputusan pembelian. (4) Inovasi Produk berpengaruh terhadap Keputusan pembelian. (5) Pengaruh *Brand Ambassador*, Persepsi Harga, Komunikasi Pemasaran, Inovasi Produk terhadap berpengaruh secara simultan terhadap Keputusan Pembelian. Menurut pandangan Islam, *Brand Ambassador*, Persepsi Harga, Komunikasi Pemasaran, Inovasi Produk dilakukan sesuai dengan prinsip-prinsip Islam. Dalam implikasi temuan hasil penelitian ini terkait *brand ambassador*, komunikasi pemasaran dan inovasi produk perlu dipertahankan atau ditingkatkan, dan persepsi harga perlu di perhatikan sehingga bisa meningkatkan keputusan pembelian.

**Kata kunci: *Brand Ambassador*, Persepsi Harga, Komunikasi Pemasaran, Inovasi Produk**

## **ABSTRACT**

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*The Effect of Brand Ambassador, Price Perception, Marketing Communication, Product Innovation on Purchasing Decisions for Somethinc Skincare in DKI Jakarta*

### **Abstract Description**

*This study aims to determine and analyze the effect of Brand Ambassador, Price Perception, Marketing Communication, Product Innovation on Purchasing Decisions for Somethinc skincare in DKI Jakarta and its review from an Islamic point of view. The population in this study were Somethinc skincare users in DKI Jakarta, the number of samples in this study were 170 people. The sampling technique used is purposive sampling. The analysis method used is multiple regression analysis. Based on the results of this study indicate that (1) Brand Ambassador has an effect on purchasing decisions. (2) Price Perception has no effect on purchasing decisions. (3) Marketing Communication affects purchasing decisions. (4) Product Innovation affects purchasing decisions. (5) The influence of Brand Ambassador, Price Perception, Marketing Communication, Product Innovation simultaneously affects Purchasing Decisions. According to Islamic views, Brand Ambassadors, Price Perceptions, Marketing Communication, Product Innovation are carried out in accordance with Islamic principles. In the implications of the findings of the results of this study related to brand ambassadors, marketing communication and product innovation need to be maintained or improved, and price perceptions need to be considered so that they can improve purchasing decisions.*

**Keyword: Brand Ambassador, Price Perception, Marketing Communication, Product Innovation.**