

## ABSTRAK

*Lip cream* mempunyai peranan penting dalam kegiatan perekonomian di Indonesia. Salah satunya *lip cream* yang akan diulas adalah produk milik Y.O.U. Keinginan konsumen untuk membeli *lip cream* Y.O.U diantaranya, keringanan saat digunakan di bibir, memiliki ukuran yang *simple* dan mudah dibawa kemana-mana, juga *lip cream* yang termasuk banyak peminat. Berdasarkan latar belakang diatas, maka didalam penelitian ini adalah untuk mengetahui apakah *marketing online*, *brand ambassador*, dan *perceived quality* akan berpengaruh terhadap keputusan pembelian *lip cream* Y.O.U. Jenis penelitian ini adalah Penelitian Kuantitatif. Populasi dalam penelitian ini adalah konsumen Y.O.U selama 1 bulan di toko Golden Star. Dalam penelitian ini menggunakan cara non-probabilitas. Sehingga sampel yang digunakan dalam penelitian ini sebanyak 64 konsumen *lip cream* Y.O.U. Hasil penelitian ini menunjukkan bahwa : (1) *marketing online* berpengaruh signifikan terhadap keputusan pembelian *lip cream* Y.O.U; (2) *brand ambassador* tidak berpengaruh signifikan terhadap keputusan pembelian *lip cream* Y.O.U; (3) *perceived quality* berpengaruh signifikan terhadap keputusan pembelian *lip cream* Y.O.U; (4) *marketing online*, *brand ambassador*, dan *perceived quality* berpengaruh secara simultan terhadap keputusan pembelian *lip cream* Y.O.U.

**Kata kunci:** *Marketing online*, *Brand ambassador*, *Perceived quality*, Keputusan Pembelian



## **ABSTRACT**

*Lip cream has an important role in economic activities in Indonesia. One of the lip creams that will be reviewed is a product belonging to Y.O.U. Consumers' desires to buy Y.O.U lip cream include lightness when used on the lips, having a simple size and easy to carry everywhere, as well as lip cream which includes many enthusiasts. Based on the above background, this research is to find out whether online marketing, brand ambassadors, and perceived quality will affect the decision to buy Y.O.U lip cream. This type of research is quantitative research. The population in this study were Y.O.U consumers for 1 month at the Golden Star store. In this study using a non-probability method. So that the sample used in this study were 64 consumers of Y.O.U lip cream. The results of this study indicate that: (1) online marketing has a significant effect on purchasing decisions for Y.O.U lip cream; (2) the brand ambassador has no significant effect on the purchase decision of Y.O.U lip cream; (3) perceived quality has a significant effect on purchasing decisions for Y.O.U lip cream; (4) online marketing, brand ambassadors, and perceived quality have a simultaneous effect on Y.O.U's lip cream purchasing decisions.*

**Keywords: Online marketing, Brand ambassador, Perceived quality, Purchase Decision**

