

ABSTRAK

PENGARUH *COUNTRY OF ORIGIN*, PERSEPSI HARGA, *CELEBRITY ENDORSER*, DAN *ELECTRONIC WORD OF MOUTH* (EWOM) TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK DI LAMPUNG

Oleh

Karima Irsyada Hanum

Di era globalisasi, konsumen dihadapkan pada berbagai pilihan produk kosmetik dari berbagai penjuru dunia. banyaknya merek kosmetik yang beredar di Indonesia menuntut produsen berlomba-lomba untuk menarik minat konsumen. Penelitian ini dilakukan untuk mengetahui pengaruh *country of origin*, persepsi harga, *celebrity endorser*, dan *electronic word of mouth* (eWOM) terhadap keputusan pembelian produk kosmetik pada konsumen Maybelline di Lampung. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan tujuan eksplanasi, melalui program SPSS 26 sebagai pengolahan data. Teknik pengambilan sampel dalam penelitian ini yaitu *purposive sampling* dengan jumlah sebanyak 385 responden. Berdasarkan hasil menunjukkan bahwa *country of origin* secara parsial tidak berpengaruh terhadap keputusan pembelian, sedangkan persepsi harga, *celebrity endorser*, dan eWOM secara parsial berpengaruh terhadap keputusan pembelian. Secara simultan *country of origin*, persepsi harga, *celebrity endorser*, dan eWOM berpengaruh terhadap keputusan pembelian produk kosmetik. Penelitian ini merekomendasikan agar manajemen perusahaan dapat memperkuat strategi pemasaran dengan menekankan variabel tersebut. Selanjutnya, perusahaan dapat mempertimbangkan untuk merekrut selebriti yang relevan dengan target pasar, juga meningkatkan upaya dalam mengelola eWOM yang positif.

Kata Kunci: *Country of Origin*, Persepsi Harga, *Celebrity Endorser*, *Electronic Word of Mouth*, dan Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF COUNTRY OF ORIGIN, PRICE PERCEPTION, CELEBRITY ENDORSER, AND ELECTRONIC WORD OF MOUTH (EWOM) ON PURCHASING DECISIONS FOR COSMETIC PRODUCTS IN LAMPUNG

By

Karima Irsyada Hanum

In the era of globalization, consumers are faced with a wide selection of cosmetic products from various parts of the world. the number of cosmetic brands circulating in Indonesia requires manufacturers to compete to attract consumer interest. This study was conducted to determine the effect of country of origin, price perceptions, celebrity endorsers, and electronic word of mouth (eWOM) on purchasing decisions for cosmetic products for Maybelline consumers in Lampung. The type of research used is quantitative research with explanatory purposes, through the SPSS 26 program as data processing. The sampling technique in this study was purposive sampling with a total of 385 respondents. Based on the results, it shows that country of origin partially has no effect on purchasing decisions, while price perceptions, celebrity endorsers, and eWOM partially affect purchasing decisions. Simultaneously country of origin, price perceptions, celebrity endorsers, and eWOM influence purchasing decisions for cosmetic products. This study recommends that company management can strengthen marketing strategies by emphasizing these variables. Furthermore, companies can consider recruiting celebrities who are relevant to the target market as well as increasing efforts in managing positive eWOM.

Keywords: Country Of Origin, Price Perception, Celebrity Endorser, Electronic Word of Mouth, and Purchasing Decisions.