ABSTRAK

Nama : Nadia Nandayani
Program Studi : Manajemen
Judul : Pengaruh Strategi Promosi Melalui Sosial media, *Word of Mouth*, Dan *Brand Ambassador* Terhadap Keputusan Pembelian Produk Glad2Glow (Studi Kasus Pada Hijrah Store Kota Lhokseumawe)

Penelitian ini bertujuan untuk menganalisis pengaruh strategi promosi melalui sosial media, electronic word of mouth (e-WOM), dan brand ambassador terhadap keputusan pembelian produk Glad2Glow di Kota Lhokseumawe. Penelitian ini dilatarbelakangi oleh semakin pesatnya perkembangan media sosial yang memengaruhi perilaku konsumen dalam mengambil keputusan pembelian, khususnya pada industri skincare yang semakin kompetitif. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah konsumen produk Glad2Glow di Kota Lhokseumawe, dengan teknik pengambilan sampel menggunakan purposive sampling. Data dikumpulkan melalui penyebaran kuesioner kepada responden yang memenuhi kriteria. Teknik analisis data yang digunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa strategi promosi melalui sosial media berpengaruh positif dan signifikan terhadap keputusan pembelian. Electronic word of mouth juga berpengaruh positif dan signifikan terhadap keputusan pembelian. Selain itu, brand ambassador memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Glad2Glow di Kota Lhokseumawe. Secara simultan, ketiga variabel tersebut mampu menjelaskan variasi keputusan pembelian konsumen.
Implikasi dari penelitian ini menunjukkan bahwa perusahaan perlu mengoptimalkan strategi promosi digital, meningkatkan kualitas ulasan konsumen di media sosial, serta memilih brand ambassador yang tepat untuk meningkatkan keputusan pembelian.

Kata kunci : strategi promosi sosial media, electronic word of mouth, brand ambassador, keputusan pembelian

ABSTRACT

Name : *Nadia Nandayani*
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Title : *The Influence of Social Media Promotion Strategies, Word of Mouth, and Brand Ambassadors on Purchasing Decisions of Glad2Glow Products (Case Study at Hijrah Store, Lhokseumawe City)*

This study aims to analyze the influence of social media promotion strategies, electronic word of mouth (e-WOM), and brand ambassadors on purchasing decisions of Glad2Glow products in Lhokseumawe City. This research is motivated by the rapid development of social media, which influences consumer behavior in making purchasing decisions, particularly in the increasingly competitive skincare industry. The research method used is a quantitative method with an associative approach. The population in this study consists of consumers of Glad2Glow products in Lhokseumawe City, with the sampling technique using purposive sampling. Data were collected through the distribution of questionnaires to respondents who met the criteria. The data analysis technique used is multiple linear regression analysis. The results of the study indicate that social media promotion strategies have a positive and significant effect on purchasing decisions. Electronic word of mouth also has a positive and significant effect on purchasing decisions. In addition, brand ambassadors have a positive and significant influence on purchasing decisions of Glad2Glow products in Lhokseumawe City. Simultaneously, these three variables are able to explain the variation in consumer purchasing decisions. The implications of this study indicate that companies need to optimize digital promotion strategies, improve the quality of consumer reviews on social media, and select appropriate brand ambassadors to enhance purchasing decisions.

Keywords*: social media promotion strategy, electronic word of mouth, brand ambassador, purchasing decision*