

ABSTRAK

Maria Anggita Br Sihaloho, NIM 7193210007 “Pengaruh Brand Ambassador Dan Harga Terhadap Keputusan Pembelian Impulsif pada Herborist Beauty Factory Outlet Plaza Medan Fair”. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahun 2023.

Penelitian ini bertujuan untuk menganalisis pengaruh brand ambassador dan harga secara parsial dan simultan terhadap keputusan pembelian impulsif serta menganalisis variabel yang paling dominan berpengaruh terhadap keputusan pembelian impulsif pada Herborist Beauty Factory Outlet Plaza Medan Fair. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dokumentasi dilingkup Herborist Beauty Factory Outlet Plaza Medan Fair dengan jumlah responden sebanyak 96 orang. Sementara teknik analisa data yang digunakan adalah Uji Validasi dan Uji Reliabilitas, Uji Asumsi Klasik (uji normalitas data, uji heteroskedastisitas, uji multikolinearitas), analisis linear berganda serta pengujian hipotesis. Hasil penelitian berdasarkan uji t dengan nilai $t_{hitung} > t_{tabel}$ serta uji F dengan nilai $F_{hitung} > F_{tabel}$ menunjukkan brand ambassador dan harga mempunyai pengaruh secara parsial dan simultan terhadap keputusan pembelian impulsif pada Herborist Beauty Factory Outlet Plaza Medan Fair. Hasil berikutnya adalah harga yang mempunyai pengaruh paling dominan terhadap keputusan pembelian impulsif pada Herborist Beauty Factory Outlet Plaza Medan Fair

Kata Kunci: Brand Ambassador dan Harga terhadap Keputusan Impulsif.

ABSTRACT

Maria Anggita Br Sihaloho, NIM 7193210007 "The Influence of Brand Ambassadors and Price on Impulsive Buying Decisions at Herborist Beauty Factory Outlet Plaza Medan Fair".

Thesis, Department of Management, Faculty of Economics, Medan State University, 2023. This research aims to analyze the influence of brand ambassador and price partially and simultaneously on impulsive purchasing decisions as well as analyzing the variables that most dominantly influence impulsive purchasing decisions at Herborist Beauty Factory Outlet Plaza Medan Fair. Data collection was carried out through distributing questionnaires and documentation within the Herborist Beauty Factory Outlet Plaza Medan Fair area with a total of 96 respondents. Meanwhile, the data analysis techniques used are Validation Test and Reliability Test, Classic Assumption Test (data normality test, heteroscedasticity test, multicollinearity test), multiple linear analysis and hypothesis testing. The research results based on the t test with a value of $t_{count} > t_{table}$ and the F test with a value of $F_{count} > F_{table}$ show that brand ambassador and price have a partial and simultaneous influence on impulse purchasing decisions at the Herborist Beauty Factory Outlet Plaza Medan Fair. The next result is price which has the most dominant influence on impulse buying decisions at the Herborist Beauty Factory Outlet Plaza Medan Fair

Keywords: Brand Ambassador and Price of Impulsive Decisions.