

Abstrak

Tujuan dari penelitian ini adalah untuk mengukur dan menganalisis pengaruh *Brand Image* (X1) dan *Review Beauty Influencer* terhadap keputusan pembelian *followers* produk kosmetik Luxcrime. Teori yang digunakan dalam penelitian ini adalah Teori Belajar (*stimulus-organisme-respons*) (*Grand Theory*), teori perilaku sosial (*Middle Theory*), teori *brand image*, teori *beauty influencer* dan teori keputusan pembelian (*Applied Theory*). Penelitian ini menggunakan *explanatory survey* dengan pendekatan kuantitatif. Penelitian ini dilakukan selama 9 bulan dari bulan Maret sampai Oktober dan sampel dari penelitian ini adalah *followers* Instagram @Luxcrime_id yang diperoleh 100 responden dengan menggunakan rumus slovin dengan metode penarikan sampel *non probability sampling* melalui teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa variabel *brand image* (X1) berpengaruh terhadap keputusan pembelian *followers* berdasarkan hasil pengujian hipotesis dengan hasil $t_{hitung} 10,834 > t_{tabel} 1,29034$, sedangkan *beauty influencer* (X2) tidak berpengaruh terhadap keputusan pembelian *followers* dengan hasil $t_{hitung} 1,237 < t_{tabel} 1,661$. Koefisien determinasi menunjukkan besarnya pengaruh *brand image* dan *beauty influencer* terhadap keputusan pembelian, yaitu sebesar 80,9%. Hasil uji regresi menunjukkan nilai konsistensi variabel Y sebesar -8,188, sedangkan koefisien regresi X1 sebesar 1,89 dan X2 sebesar 0,1. Dari temuan tersebut dapat disimpulkan bahwa *brand image* (X1) berpengaruh secara parsial dan signifikan terhadap keputusan pembelian, sedangkan *review beauty influencer* (X2) tidak berpengaruh secara parsial dan signifikan terhadap keputusan pembelian.

Kata kunci: *Brand image, review beauty influencer, keputusan pembelian*

Abstract

The purpose of this study was to measure and analyze the influence of Brand Image (X1) and Beauty Influencer Reviews on the purchasing decisions of followers of Luxcrime cosmetic products. The theory used in this study is Learning Theory (stimulus-organism-response) (Grand Theory), social behavior theory (Middle Theory), brand image theory, beauty influencer theory and purchasing decision theory (Applied Theory). This study used an explanatory survey with a quantitative approach. This research was conducted for 9 months from March to October and the samples from this study were Instagram followers @Luxcrime_id which obtained 100 respondents using the slovin formula with the non-probability sampling method using purposive sampling technique. The results showed that the brand image variable (X1) had an effect on followers' purchasing decisions based on the results of hypothesis testing with the results $t_{count} 10.834 > t_{table} 1.29034$, while beauty influencer (X2) had no effect on followers' buying decisions with the results $t_{count} 1.237 < t_{table} 1661$. Coefficient determination shows the magnitude of the influence of brand image and beauty influencer on purchasing decisions, which is equal to 80.9%. The results of the regression test showed that the consistency value of the Y variable was -8.188, while the regression coefficient X1 was 1.89 and X2 was 0.1. From these findings it can be interpreted that brand image (X1) has a partial and significant effect on purchasing decisions, while beauty influencer reviews (X2) have no partial and significant effect on purchasing decisions.

Keywords: *Brand image, beauty influencer review, purchase decision*

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