

ABSTRAK

Ramia Audita, 2025: Pengaruh *Influencer Marketing*, *Flash Sale* dan *Brand Awareness* Terhadap Keputusan Pembelian *Skincare Skintific* Pada Pengguna *E-commerce* Kota Tanjungpinang.

Dosen Pembimbing : Dr. Rafki RS, SE., MM dan
Edinur Ilham, SE., ME

Penelitian ini bertujuan untuk mengetahui apakah *Influencer Marketing*, *Flash Sale*, dan *Brand Awareness* mempunyai pengaruh terhadap Keputusan Pembelian *skincare Skintific* pada pengguna *e-commerce* di Kota Tanjungpinang. Populasi yang digunakan adalah seluruh Masyarakat Kota Tanjungpinang yang melakukan pembelian *skincare Skintific* di *e-commerce*. Penelitian ini menggunakan sampel sebanyak 75 responden dengan menggunakan metode *non-probability sampling* atau pengambilan sampel berdasarkan pada pertimbangan tertentu (*purposive sampling*). Jenis penelitian adalah penelitian kuantitatif. Pada kuesioner dilakukan tes validitas dan reliabilitas. Data analisis menggunakan analisis regresi linear berganda, termasuk uji t, uji F dan determinasi (R^2). Penelitian dilakukan menggunakan SPSS versi 26. Hasil penelitian menunjukkan bahwa secara parsial Variabel *Influencer Marketing* (X1) berpengaruh signifikan terhadap Keputusan Pembelian (Y), Variabel *Flash Sale* (X2) tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y) dan Variabel *Brand Awareness* (X3) tidak berpengaruh signifikan terhadap Keputusan Pembelian (Y). Hasil uji F menunjukkan *Influencer Marketing* (X1), *Flash Sale* (X2) dan *Brand Awareness* (X3) berpengaruh signifikan terhadap Keputusan Pembelian *skincare Skintific* pada pengguna *e-commerce* di Kota Tanjungpinang.

Kata kunci: *Influencer Marketing*, *Flash Sale*, *Brand Awareness*, dan Keputusan pembelian

ABSTRACT

Ramia Audita, 2025: *Influence Influencer Marketing, Flash Sale and Brand Awareness On the Purchase Decision Skincare Skintific On Users E-commerce Tanjungpinang City.*

*Supervisor Lecture : Dr. Rafki RS, SE., MM and
Edinur Ilham, SE., ME*

This study aims to find out whether Influencer Marketing, flash sale, and Brand Awareness have an influence on Skintific skincare purchase decisions in e-commerce users in Tanjungpinang City. The population used is the entire Tanjungpinang City Community who buy Skintific skincare on e-commerce. This study used a sample of 75 respondents using a non-probability sampling method or sampling based on certain considerations (purposive sampling). The type of research is quantitative research. The questionnaire was tested for validity and reliability. The data analysis used multiple linear regression analysis, including t-test, F-test and determination (R^2). The research was conducted using SPSS version 26. Influencer Marketing Variable (X1) had a significant effect on Purchase Decision (Y), the Flash Sale Variable (X2) did not have a significant effect on Purchase Decision (Y) and the Brand Awareness Variable (X3) did not have a significant effect on Purchase Decision (Y). The results of the F test showed that Influencer Marketing (X1), Flash Sale (X2) and Brand Awareness (X3) had a significant effect on the Skintific skincare purchase decision for e-commerce users in Tanjungpinang City.

Keywords: *Influencer Marketing, Flash Sale, Brand Awareness, and Purchase decision*