

**Pengaruh *Celebrity Endorser* dan *Word of Mouth* Terhadap
Keputusan Pembelian Konsumen Lipstik *Matte Wardah*
(Study pada mahasiswa STIE PGRI DEWANTARA Jombang)**

ABSTRAK

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Penelitian ini dilatar belakangi oleh Peningkatan penggunaan lipstik *matte Wardah* oleh mahasiswi STIE PGRI Dewantara Jombang. Penelitian ini dimaksudkan untuk mengetahui dan menganalisis pengaruh *celebrity endorser* dan *word of mouth* terhadap keputusan pembelian konsumen lipstik *matte Wardah*. Populasi dalam penelitian ini adalah konsumen lipstik *matte Wardah* yang ada di Kampus STIE PGRI Dewantara Jombang. Sedangkan sampel dalam penelitian ini adalah berjumlah 100 orang yang diambil dengan menggunakan teknik *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan analisis regresi linear berganda.

celebrity endorser berkontribusi terhadap keputusan pembelian lipstik *matte Wardah* di mahasiswi STIE PGRI Dewantara Jombang, *celebrity endorser* semakin tinggi, maka keputusan pembelian konsumen lipstik *matte Wardah* di Jombang semakin tinggi. *Word of mouth* berkontribusi terhadap keputusan pembelian lipstik *matte Wardah* di mahasiswi STIE PGRI Dewantara Jombang, *word of mouth* semakin baik, maka keputusan pembelian konsumen lipstik *matte Wardah* di Jombang semakin tinggi. Kesimpulan dari penelitian ini adalah *celebrity endorser* lipstik *matte Wardah* mampu meningkatkan keputusan pembelian lipstik *matte Wardah*, dan apabila *word of mouth* baik, maka keputusan pembelian lipstik *matte Wardah* meningkat.

Kata Kunci : *Celebrity Endorser, Word of Mouth, Keputusan Pembelian*

*The Effect of Celebrity Endorser and Word of Mouth on Consumer Purchasing
Decisions on Matte Wardah Lipstick
(Study of STIE PGRI DEWANTARA Jombang students)*

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ABSTRACT

This research is motivated by an increase in the use of Wardah matte lipstick by a student of STIE PGRI Dewantara Jombang. This research is intended to find out and analyze the effect of celebrity endorser and word of mouth on the purchasing decisions of Wardah matte lipstick consumers. The population in this study is Wardah matte lipstick consumers in STIE PGRI Dewantara Jombang Campus. While the samples in this study were 100 people taken using purposive sampling techniques. Data analysis method in this research uses multiple linear regression analysis.

celebrity endorser contributed to Wardah's matte lipstick purchase decision at STIE PGRI Dewantara Jombang student, the higher celebrity endorser, the decision to purchase Wardah matte lipstick consumer in Jombang was higher. Word of mouth contributes to Wardah's matte lipstick purchase decision at STIE PGRI Dewantara Jombang student, word of mouth is getting better, then the purchasing decision of Wardah matte lipstick consumers in Jombang is getting higher. The conclusion of this study is that Wardah matte lipstick celebrity endorser can improve Wardah's matte lipstick purchase decision, and if word of mouth is good, the decision to purchase Wardah matte lipstick increases.

Keywords: *Celebrity Endorser, Word of Mouth, Purchase Decisi*

