

ABSTRAK

Pengaruh Lifestyle, Celebrity Endorser dan Product Quality Terhadap Purchase Decision Produk Scarlett Whitening pada Generasi Z di Jombang

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Penelitian ini menganalisis pengaruh *lifestyle*, *celebrity endorser*, dan *product quality* terhadap keputusan pembelian Scarlett Whitening pada Generasi Z di Kabupaten Jombang. Dengan pendekatan kuantitatif, data dikumpulkan dari 97 responden melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *lifestyle* berpengaruh positif dan signifikan terhadap keputusan pembelian, *celebrity endorser* berpengaruh positif dan signifikan terhadap *purchase decision* dan *product quality* berpengaruh positif dan signifikan terhadap *purchase decision*, dengan *product quality* sebagai faktor dominan. Secara bersama-sama variabel *lifestyle*, *celebrity endorser* dan *product quality* berpengaruh positif dan signifikan terhadap keputusan pembelian. Ketiga variabel ini berkontribusi sebesar 64,7% terhadap keputusan pembelian konsumen.

Kata Kunci: Lifestyle, Celebrity Endorser, Product Quality dan Purchase Decision

ABSTRACT

The Influence of Lifestyle, Celebrity Endorser, and Product Quality on Purchase Decision of Scarlett Whitening Products among Generation Z in Jombang

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This study analyzes the influence of lifestyle, celebrity endorsers, and product quality on purchasing decisions for Scarlett Whitening for Generation Z in Jombang Regency. With a quantitative approach, data was collected from 97 respondents through questionnaires and analyzed using multiple linear regression. The results showed that lifestyle has a positive and significant effect on purchasing decisions, celebrity endorsers have a positive and significant effect on purchase decisions and product quality has a positive and significant effect on purchase decisions, with product quality as the dominant factor. Together, lifestyle variables, celebrity endorsers and product quality have a positive and significant effect on purchasing decisions. These three variables contribute 64.7% to consumer purchasing decisions.

Keywords: Lifestyle, Celebrity Endorsers, Product Quality and Purchase Decision