

ABSTRAK
PENGARUH *E-COMMERCE*, *ENDORSER* DAN *BRAND IMAGE*
TERHADAP KEPUTUSAN PEMBELIAN MUKENA TAZBIYA
(STUDI KASUS. BUTIK SOFANA)

Keputusan pembelian adalah perilaku pembelian akhir dari konsumen baik individual maupun rumah tangga, yang membeli barang-barang dan jasa untuk konsumsi pribadi. *Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variabel e-commerce, endorse dan brand image secara parsial terhadap keputusan pembelian Mukena Tazbiya (Studi Kasus. Butik Sofana), untuk mengetahui dan menganalisis pengaruh variabel e-commerce, endorse dan brand image secara simultan terhadap keputusan pembelian Mukena Tazbiya (Studi Kasus. Butik Sofana) dan untuk mengetahui dan menganalisis elastisitas pengaruh variabel e-commerce, endorsedan brand image terhadap keputusan pembelian Mukena Tazbiya (Studi Kasus. Butik Sofana).* Populasi pada penelitian ini adalah pelanggan yang melakukan pembelian Mukena Tazbiya yaitu sebanyak 50 pelanggan, Dimana peneliti menyebarkan angket kepada 50 pelanggan yang melakukan pembelian mukena dibutik sofana dalam waktu 30 hari. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah dokumentasi dan kuesioner. Teknik analisis yang digunakan dalam penelitian ini adalah regresi linear berganda, uji parsial (Uji t), uji signifikansi simultan (Uji F) dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial variabel *E-Commerce*, *Endorser*, dan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, secara simultan variabel *E-Commerce*, *Endorser*, dan *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, Elastisitas hubungan variabel *e-commerce* berpengaruh positif dan signifikan terhadap keputusan pembelian, Elastisitas hubungan variabel *endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian, Elastisitas hubungan variabel *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian, dan Variasi faktor antar variabel *e-commerce*, *endorser*, dan *brand image*, secara bersama-sama mampu menerangkan pengaruh terhadap keputusan pembelian sebesar 82% dan sisanya sebesar 18% dijelaskan oleh variabel lain yang tidak diteliti atau diluar model

Kata Kunci : *E-Commerce*, *Endorser*, *Brand Image* dan Keputusan Pembelian

ABSTRACT

E-COMMERCE, ENDORSER AND BRAND IMAGE EFFECT ON TAZBIYA MUKENA PURCHASE DECISION (CASE STUDY. SOFANA BUTIK)

Purchasing decisions are the final purchasing behavior of consumers, both individuals and households, who buy goods and services for personal consumption. This study aims to determine and analyze the effect of e-commerce, endorsement and brand image variables partially on Mukena Tazbiya's purchasing decisions (Case Study. Butik Sofana), to determine and analyze the effect of e-commerce, endorsement and brand image variables simultaneously on decisions. purchase Mukena Tazbiya (Case Study. Sofana Boutique) and to determine and analyze the elasticity of the influence of e-commerce, endorsement and brand image variables on the purchasing decision of Mukena Tazbiya (Case Study. Sofana Boutique). The population in this study were 50 customers who made MukenaTadzbiya purchases, where the researchers distributed a questionnaire to 50 customers who made a purchase of mukena dibutik sofana within 30 days. The data collection techniques used in this study were documentation and questionnaires. The analysis technique used in this research is multiple linear regression, partial test (t test), simultaneous significance test (F test) and the coefficient of determination.

The results of the research show that partially the E-Commerce, Endorser, and Brand Image variables have a positive and significant effect on Purchasing Decisions, simultaneously the E-Commerce, Endorser, and Brand Image variables have a positive and significant effect on Purchasing Decisions, the elasticity of the relationship between e-commerce variables has an effect. positive and significant impact on purchasing decisions, elasticity of the relationship between the endorser variable has a positive and significant effect on purchasing decisions, the elasticity of the relationship between the brand image variables has a positive and significant effect on purchasing decisions, and the variation of factors between the variables of e-commerce, endorser, and brand image, together can explained the effect on purchasing decisions by 82% and the remaining 18% explained by other variables that were not researched or outside the model

Keywords: E-Commerce, Endorser, Brand Image and Purchase Decisions