

ABSTRAK

Penelitian bertujuan untuk mengetahui dan menganalisis seberapa besar pengaruh media sosial, *brand awareness*, dan ulasan konsumen terhadap keputusan pembelian melalui mediasi *brand ambassador*. Metode analisis data menggunakan analisis PLS (*Partial Least Square*) dengan tahap outer model, inner model dan pengujian hipotesis yang selanjutnya di ukur menggunakan aplikasi analisis data statistik SmartPLS. Penelitian ini memberikan kontribusi terhadap pengembangan literatur di bidang pemasaran, khususnya dalam memahami peran *brand ambassador* sebagai variabel intervening yang memediasi pengaruh media sosial, *brand awareness*, dan ulasan konsumen terhadap keputusan pembelian. Hasil yang menunjukkan bahwa *brand ambassador* memiliki peran signifikan memperkuat hubungan antara media sosial dan ulasan konsumen terhadap keputusan pembelian. Selain itu, penelitian ini juga memperkuat temuan sebelumnya bahwa ulasan konsumen dan aktivitas digital memiliki dampak kuat terhadap perilaku konsumen di industri kosmetik.

Kata kunci: Media sosial, *brand awareness*, ulasan konsumen, *brand ambassador*

ABSTRACT

The research aimed to find out and to analyse how big the influence brought by social media, brand awareness, and consumers' reviews on purchasing decision through brand ambassador mediation. PLS (Partial Least Square) analysis was the method used to analyse the data gained in this research, in which there were several steps including outer model, inner model, and assessing hypothesis which were then measured by using SmartPLS in the next step. This research brought some contributions on literature development in term of marketing, especially in understanding the role of brand ambassador as the intervening variable that mediated the influence of social media, brand awareness, and consumers' reviews on purchasing decision. The result showed that brand ambassador had significant role such as strengthening the correlation between social media and consumers' reviews on purchasing decision. Besides, this research also strengthened the previous findings that consumers' reviews and digital activity brought strong impact towards consumers' behaviour in cosmetics industry.

Keyword: Social media, brand awareness, costumer review, brand ambassador