

SCARLETT SKINCARE PURCHASING DECISIONS ANALYSIS ON UNPRI LAW FACULTY STUDENTS

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ABSTRAK

Fenomena berkembangnya industri kecantikan di Indonesia menunjukkan bahwa beberapa konsumen tidak tertarik untuk kembali menggunakan produk Scarlett setelah memiliki pengalaman yang kurang memuaskan, serta tidak merekomendasikan produk tersebut kepada orang lain, yang menciptakan word of mouth yang kurang positif. Penelitian ini bertujuan untuk menganalisis pengaruh Experiential Marketing, Word of Mouth, dan Brand Image terhadap keputusan konsumen dalam membeli produk skincare Scarlett. Dengan melibatkan 100 responden yang merupakan mahasiswa Fakultas Hukum Universitas Prima Indonesia, teknik sampling yang digunakan adalah accidental sampling, dan data dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial dan simultan, Experiential Marketing, Word of Mouth, dan Brand Image memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk Scarlett.

Kata Kunci: *Experiential Marketing, Word of Mouth, Brand Image, Keputusan Pembelian*

ABSTRACT

The growing beauty industry in Indonesia, coupled with consumers' reluctance to repurchase Scarlett products due to previous unsatisfactory experiences, as well as their failure to recommend the products to others, resulting in negative word of mouth, forms the basis for this research. This study aims to investigate the impact of Experiential Marketing, Word of Mouth, and Brand Image on consumers' purchasing decisions regarding Scarlett skincare products. The study involved 100 respondents from the Faculty of Law at Prima Indonesia University, using accidental sampling as the sampling technique, and analyzed using multiple linear regression. The findings indicated that both individually and collectively, Experiential Marketing, Word of Mouth, and Brand Image have a positive and significant impact on consumers' purchasing decisions of Scarlett products.

Keywords: Experiential Marketing, Word of Mouth, Brand Image, Purchasing Decisions