

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh social media marketing, diskon, dan brand awareness terhadap keputusan pembelian produk kosmetik Barenbliss di Shopee. Barenbliss merupakan merek kecantikan asal Korea Selatan yang berkembang pesat di pasar Indonesia melalui strategi pemasaran digital, khususnya media sosial. Namun, meskipun aktif di platform digital dan memberikan berbagai penawaran diskon, Barenbliss masih menghadapi tantangan dalam meningkatkan keputusan pembelian konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang disebarakan kepada 100 responden yang merupakan konsumen Barenbliss dan pengguna Shopee. Data dianalisis menggunakan regresi linear berganda untuk menguji pengaruh parsial dan simultan variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa social media marketing, diskon, dan brand awareness berpengaruh signifikan baik secara parsial maupun simultan terhadap keputusan pembelian. Temuan ini mengindikasikan bahwa ketiga variabel tersebut perlu diperkuat oleh Barenbliss guna meningkatkan efektivitas strategi pemasaran mereka di platform e-commerce.

Kata kunci: social media marketing, diskon, brand awareness, keputusan pembelian, Barenbliss, Shopee.

ABSTRACT

This study aims to analyze the influence of social media marketing, discounts, and brand awareness on the purchase decision of Barenbliss cosmetic products on Shopee. Barenbliss is a beauty brand from South Korea that has rapidly grown in the Indonesian market through digital marketing strategies, particularly via social media platforms. However, despite being active on digital platforms and offering various promotional discounts, Barenbliss still faces challenges in improving consumer purchase decisions. This research employs a quantitative approach using a survey method through questionnaires distributed to 100 respondents who are Barenbliss consumers and Shopee users. The data were analyzed using multiple linear regression to examine the partial and simultaneous effects of the independent variables on the dependent variable. The results show that social media marketing, discounts, and brand awareness significantly influence purchase decisions, both partially and simultaneously. These findings suggest that Barenbliss needs to strengthen these three variables to enhance the effectiveness of its marketing strategies on e-commerce platforms.

Keywords: social media marketing, discounts, brand awareness, purchase decision, Barenbliss, Shopee.