

ABSTRAK

Perkembangan teknologi yang semakin maju telah mengubah aktivitas masyarakat, termasuk dalam hal daya beli. Saat ini, teknologi internet telah menjadi bagian dari kehidupan masyarakat, karena membantu mempermudah berbagai aspek kehidupan. *Marketplace* merupakan evolusi dari *e-commerce*, yang menjadi sarana bagi masyarakat untuk bertransaksi dan berbisnis secara *online* melalui internet. Shopee mendominasi pasar dengan jumlah kunjungan mencapai 190.7 juta, melampaui pesaing terdekatnya, Tokopedia, yang mencatat 147.4 juta kunjungan. Fenomenalnya pertumbuhan Shopee mencerminkan popularitas dan kepercayaan konsumen terhadap *platform* tersebut. Skintific adalah *brand* kecantikan lokal yang diformulasikan di Kanada. Sejumlah produk Skintific berhasil menduduki top 1 di kategori kecantikan di banyak *platform e-commerce* besar di Indonesia pada tahun 2022, seperti Shopee dan Tokopedia. Tujuan penelitian ini adalah untuk mengetahui pengaruh *celebrity endorsement*, *flash sale* promosi, dan *website quality* terhadap keputusan pembelian produk Skintific pada *marketplace* Shopee. Penelitian ini menggunakan metode kuantitatif asosiatif. Penelitian ini melibatkan mahasiswa dari berbagai fakultas di Universitas Muhammadiyah Jember yang pernah membeli produk skintific di *marketplace* shopee dalam kurun waktu 1 tahun terakhir. Pengambilan sampel pada penelitian ini menggunakan rumus slovin yang menghasilkan 96 responden. Hasil penelitian menunjukkan *celebrity endorsement*, *flash sale* promosi, dan *website quality* berpengaruh positif dan signifikan terhadap keputusan pembelian produk Skintific pada *marketplace* Shopee.

Kata Kunci : *Celebrity Endorsement, Flash Sale Promosi, Website Quality, Keputusan Pembelian*

ABSTRACT

Increasingly advanced technological developments have changed people's activities, including purchasing power. Currently, internet technology has become part of people's lives, because it helps make various aspects of life easier. Marketplace is an evolution of e-commerce, which is a means for people to transact and do business online via the internet. Shopee dominates the market with the number of visits reaching 190.7 million, surpassing its closest competitor, Tokopedia, which recorded 147.4 million visits. Shopee's phenomenal growth reflects the popularity and trust consumers have in the platform. Skintific is a local beauty brand formulated in Canada. A number of Skintific products have succeeded in occupying the top 1 in the beauty category on many large e-commerce platforms in Indonesia in 2022, such as Shopee and Tokopedia. The aim of this research is to determine the influence of celebrity endorsements, flash sale promotions, and website quality on purchasing decisions for Skintific products on the Shopee marketplace. This research uses associative quantitative methods. This research involved students from various faculties at Muhammadiyah University of Jember who had purchased synthetic products on the Shopee marketplace within the last 1 year. Sampling in this study used the Slovin formula which resulted in 96 respondents. The research results show that celebrity endorsements, flash sale promotions, and website quality have a positive and significant effect on purchasing decisions for Skintific products on the Shopee marketplace.

Keywords: *Celebrity Endorsement, Flash Sale Promotion, Website Quality, Purchase Decision*

