

ABSTRACT

The development of information and communication technology drives the growth of the e-commerce industry, including the increasingly competitive beauty industry. Marketing strategies such as celebrity endorsers, electronic word of mouth (e-WOM), and sales promotion play an important role in increasing brand competitiveness in a dynamic market. Skintific, as a Canadian beauty brand, utilizes all three strategies to increase product exposure which ultimately drives consumer purchasing decisions. With increasing competition, the effectiveness of these marketing strategies has become a crucial factor in maintaining the brand's position in the beauty industry.

The research method used is a quantitative research method with 200 respondents with male or female criteria, at least 17 years old, consumers or users of Skintific beauty products, have made transactions or purchases of Skintific products at least once, and reside in Semarang. This data was then analyzed using SEM (Structural Equation Modeling) using AMOS (Analysis Moment of Structural) software.

The results showed that celebrity endorsers have a positive and significant effect on purchase decisions. Sales promotion has a positive and significant effect on electronic word of mouth, then electronic word of mouth has a positive and significant effect on purchase decision, and sales promotion has a positive and significant effect on purchase decision. In addition, electronic word of mouth has a mediating role in the relationship between sales promotion and purchase decision. The strongest factor influencing the purchase decision on Skintific products in Semarang is the sales promotion factor which affects electronic word of mouth as a mediating variable and has an impact on the purchase decision of Skintific products in Semarang.

Keywords: Celebrity Endorser, Sales Promotion, Electronic Word of Mouth, Purchase Decision, Skintific.