

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh promo gratis ongkos kirim, iklan, dan *Celebrity Endorsement* terhadap keputusan pembelian produk Erigo Apparel di *E-Commerce* Shopee pada mahasiswa Kota Bandung. Peneliti menggunakan pendekatan kuantitatif dengan sampel sebanyak 99 responden yang dipilih melalui teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis deskriptif serta analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara simultan promo gratis ongkos kirim, iklan, dan *Celebrity Endorsement* berpengaruh positif dan signifikan terhadap keputusan pembelian ($F = 79,633$; $\text{sig.} = 0,000$). Nilai R^2 sebesar 0,823 berarti ketiga variabel tersebut menjelaskan 82,3% variasi keputusan pembelian. Secara parsial, variabel *Celebrity Endorsement* memiliki pengaruh paling dominan ($t = 11,708$), diikuti variabel promo gratis ongkos kirim ($t = 7,144$), dan variabel iklan ($t = 3,116$). Peneliti menyimpulkan bahwa ketiga faktor pemasaran tersebut merupakan variabel yang penting dalam memengaruhi keputusan pembelian konsumen. Penelitian ini merekomendasikan agar Erigo Apparel meningkatkan keaslian *Celebrity Endorsement*, frekuensi promo gratis ongkos kirim, serta kualitas dan daya tarik iklan untuk meningkatkan keputusan pembelian konsumen.

Kata Kunci: Promo Gratis Ongkos Kirim, Iklan, *Celebrity Endorsement*, Keputusan Pembelian, Erigo Apparel, Shopee

ABSTRACT

This study aims to analyze the influence of free shipping promotions, advertising, and Celebrity Endorsements on purchasing decisions for Erigo Apparel products on the E-Commerce platform Shopee among Bandung City students. The researcher used a quantitative approach with a sample of 99 respondents selected through a purposive sampling technique. Data were collected through a questionnaire and analyzed using descriptive analysis and multiple linear regression analysis. The results showed that free shipping promotions, advertising, and Celebrity Endorsements simultaneously had a positive and significant effect on purchasing decisions ($F = 79.633$; $\text{sig.} = 0.000$). The R^2 value of 0.823 means that these three variables explain 82.3% of the variation in purchasing decisions. Partially, Celebrity Endorsement has the most dominant influence ($t = 11.708$), followed by free shipping promotions ($t = 7.144$), and advertising ($t = 3.116$). The researcher concluded that these three marketing factors are important variables in influencing consumer purchasing decisions. This study recommends that Erigo Apparel improve the authenticity of Celebrity Endorsements, the frequency of free shipping promotions, and the quality and appeal of advertising to boost consumer purchasing decisions.

Keywords: Free Shipping Promotion, Advertising, Celebrity Endorsement, Purchasing Decisions, Erigo Apparel, Shopee