

**PENGARUH *SPONSORSHIP* DALAM TAYANGAN YOUTUBE CABRIOLET
CHALLENGE TERHADAP KEPUTUSAN PEMBELIAN PRODUK
PERAWATAN WAJAH PRIA MS GLOW FOR MEN**

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Abstrack

Penelitian ini memfokuskan, tentang pengaruh *sponsorship* dalam tayangan Youtube Cabriolet Challenge terhadap keputusan pembelian produk perawatan wajah pria MS Glow for Men. Penelitian ini menggunakan metode kuantitatif dengan jumlah 100 responden penonton “Cabriolet Challenge” Teori yang digunakan oleh peneliti dalam penelitian ini adalah Teori S – O - R Houland, et, all. Keputusan pembelian diukur melalui enam (6) dimensi yaitu pilihan produk, pilihan merek, pilihan saluran pembelian, waktu pembelian, jumlah pembelian, metode pembayaran. Hasil uji korelasi variabel X (*Sponsorship* dalam tayangan youtube Cabriolet Challenge) terhadap variabel Y (Keputusan pembelian produk perawatan wajah pria MS Glow for Men) pada penelitian ini menunjukkan adanya korelasi yang cukup kuat artinya bahwa *sponsorship* dalam tayangan Youtube Cabriolet Challenge memiliki pengaruh terhadap keputusan pembelian produk perawatan wajah pria MS Glow for Men. Hasil uji koefisien determinasi diketahui sebesar 24,3%. Hasil uji hipotesis dengan t hitung dapat ditarik kesimpulan H_0 ditolak dan H_a diterima. Kesimpulannya adalah bahwa terdapat pengaruh yang baik antara *sponsorship* terhadap keputusan pembelian.

Kata kunci : Sponsorship, Youtube, Keputusan Pembelian.

***THE EFFECT OF SPONSORSHIP IN YOUTUBE CABRIOLET CHALLENGE
SHOWING ON THE PURCHASE DECISION OF MEN'S FACE CARE
PRODUCTS MS GLOW FOR MEN***

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ABSTRACT

This study focuses on the effect of sponsorship in the Youtube Cabriolet Challenge on purchasing decisions for men's facial care products, MS Glow for Men. This study uses a quantitative method with a total of 100 viewers of the "Cabriolet Challenge" The theory used by the researcher in this study is the S - O - R Theory Houland, et, all. Purchase decisions are measured through six (6) dimensions, namely product choice, brand choice, purchase channel choice, purchase time, purchase amount, payment method. The results of the correlation test of the X variable (Sponsorship in the Cabriolet Challenge youtube show) to the Y variable (The decision to purchase MS Glow for Men male facial care products) in this study showed a fairly strong correlation, meaning that sponsorship in the Cabriolet Challenge Youtube show had an influence on purchasing decisions. MS Glow for Men men's facial care product. The results of the coefficient of determination test are known to be 24.3%. The results of hypothesis testing with t arithmetic can be concluded that Ho is rejected and Ha is accepted. The conclusion is that there is a good influence between sponsorship on purchasing decisions.

Keywords : Sponsorship, Youtube, Purchase Decision.