

ABSTRAK

PENGARUH KUALITAS PRODUK, BRAND AMBASSADOR, CELEBRITY ENDORSER TERHADAP MINAT BELI PRODUK KECANTIKAN SOMETHINC (STUDI KASUS PADA REMAJA PEREMPUAN DI DESA PAGERWOJO, KABUPATEN SIDOARJO)

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Tujuan penelitian ini untuk mengetahui pengaruh Kualitas Produk, *Brand Ambassador*, dan *Celebrity Endorser* terhadap Minat Beli. Penelitian ini menggunakan populasi yang merupakan remaja perempuan Desa Pagerwojo, Kabupaten Sidoarjo. Sedangkan sampel penelitian ini sebanyak 140 orang. Teknik pengambilan sampel penelitian ini menggunakan Purposive Sampling yang termasuk dalam kelompok nonprobability sampling. Pengujian dilakukan dengan Uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, dan uji hipotesis. Hasil hipotesis uji t menunjukkan bahwa secara parsial variabel Kualitas Produk, variabel *Brand Ambassador*, dan variabel *Celebrity Endorser* memiliki pengaruh secara positif dan signifikan terhadap variabel Minat Beli. Adapun hasil dari uji F diperoleh kesimpulan bahwa secara simultan terdapat pengaruh yang signifikan antara variabel Kualitas Produk (X1), *Brand Ambassador* (X2), *Celebrity Endorser* (X3) terhadap variabel Minat Beli (Y).

Kata Kunci: Kualitas Produk, *Brand Ambassador*, *Celebrity Endorser*, Minat Beli

ABSTRACT

THE EFFECT OF PRODUCT QUALITY, BRAND AMBASSADORS, CELEBRITY ENDORSERS ON PURCHASE INTENTION OF BEAUTY PRODUCTS SOMETHINC (CASE STUDY OF TEENAGE GIRLS IN PAGERWOJO VILLAGE, SIDOARJO DISTRICT)

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The purpose of this study was to determine the effect of Product Quality, Brand Ambassador, and Celebrity Endorser on Purchase Intention. This study uses a population of teenage girls in Pagerwojo Village, Sidoarjo Regency. While the sample of this study was 140 people. This research sampling technique uses Purposive Sampling which is included in the nonprobability sampling group. Tests were carried out with validity, reliability, classical assumptions, multiple linear regression, and hypothesis testing. The results of the t test hypothesis show that partially the Product Quality variable, the Brand Ambassador variable, and the Celebrity Endorser variable have a positive and significant effect on the Purchase Intention variable. The results of the F test concluded that simultaneously there is a significant influence between the variables of Product Quality (X1), Brand Ambassador (X2), Celebrity Endorser (X3) on the Purchase Intention variable (Y).

Keywords: Quality Product, Brand Ambassador, Celebrity Endorser, Purchase Intention