

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Ambassador*, *Korean Wave* dan Citra Merek terhadap Minat Beli serta dampaknya pada keputusan pembelian *skincare* Azarine. Desain penelitian menggunakan metode kuantitatif. Alat pengumpulan data menggunakan kuisisioner yang telah diuji validitas dan reliabilitasnya yang disebarakan melalui googleform. Populasi yang dianalisis pada penelitian ini adalah Masyarakat di DKI Jakarta yang telah menggunakan produk-produk Azarine. Adapun jumlah sampel yang dianalisis sebanyak 185 konsumen. Analisis data dilakukan dengan menggunakan Smart-PLS (*Partial Least Square*), dengan instrumen penelitian adalah kuesioner. Variabel yang diteliti dalam penelitian yaitu *brand ambassador* (X1), *Korean wave* (X2), citra merek (X3), minat beli (Y1) dan keputusan pembelian (Y2). Hasil penelitian menunjukkan bahwa *brand ambassador* tidak berpengaruh signifikan terhadap minat beli, *Korean wave* berpengaruh positif dan signifikan terhadap minat beli, citra merek berpengaruh positif dan signifikan terhadap minat beli, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, *Brand ambassador* berpengaruh positif dan signifikan terhadap keputusan pembelian, *Korean wave* tidak berpengaruh signifikan terhadap keputusan pembelian, dan citra merek tidak berpengaruh signifikan terhadap keputusan pembelian.

**Kata Kunci:** *Brand ambassador*, *Korean wave*, Citra merek, Minat Beli, Keputusan Pembelian.



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*This study aims to analyze the effect of Brand Ambassador, Korean Wave, Brand Image on purchase intention and the effect on purchasing decision for Azarine skincare. The research design uses quantitative methods. The data collection tool uses a questionnaire that has been tested for validity and reliability which is distributed via google form. The population analyzed in this study were consumers who buying Azarine skincare products. The number of samples analyzed was 185 consumers. Data analysis was carried out using Smart-PLS (Partial Least Square), with the research instrument being a questionnaire. The variables examined in the study were brand ambassador (X1), Korean wave (X2), brand image (X3), purchase intention (Y1) and purchasing decisions (Y2). The results showed that brand ambassador not affected significantly toward purchase intention, Korean wave affected positive and significantly toward purchase intention, brand image affected positive and significantly toward purchase intention, purchase intention affected positive and significantly toward purchasing decision, brand ambassador affected positive and significantly toward purchasing decision, Korean wave not affected significantly toward purchasing decision, and brand image not affected significantly toward purchasing decision.*

*Keywords: Brand Ambassador, Korean Wave, Brand Image, Purchase Intention, Purchasing decisions.*

