

ABSTRAK

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Program Studi : *Public Relations*
Judul Skripsi : Pengaruh *Celebrity Endorser* Tasya Farasya Dan *Corporate Image* Terhadap Minat Beli Produk Skintific (Survei Terhadap *Followers* Instagram @tasyafarasya)
Pembimbing : Dr. Farid Hamid, M.Si

Masyarakat sebagai konsumen memiliki perilaku yang unik. Pelaku usaha harus mampu memberikan ruang dan sarana komunikasi agar mampu menjembatani perusahaan dengan para stakeholder dalam meningkatkan minat beli masyarakat. Oleh karenanya diperlukan perencanaan *public relations* yang baik dalam meningkatkan minat beli dan respon baik masyarakat, khususnya dalam bidang *skincare* impor yang masuk dalam persaingan dagang di Indonesia. Bagi pelaku usaha harus memiliki efektivitas dan efisiensi strategi *public relations* yang tepat guna meningkatkan keputusan pembeli secara kontinu, memiliki produk mampu bersaing dalam menjangkau konsumen secara luas sesuai dengan harapan maupun kebutuhan *skincare* masyarakat.

Perumusan Masalah dalam penelitian ini adalah seberapa besar pengaruh *celebrity endorser* Tasya Farasya dan *corporate image* terhadap minat beli produk Skintific pada *followers* Instagram Tasya Farasya.

Tipe penelitian ini adalah positivisme dengan pendekatan kuantitatif dan menggunakan metode *survey*. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang diambil menggunakan teknik purposive sampling dan Rumus Lameshow kepada *followers* Instagram Tasya Farasya dengan populasi sebanyak 5,1 juta *followers*. Teknik analisis data menggunakan analisis regresi linier berganda yang memuat hasil hipotesis uji T dan uji F dengan memenuhi uji prasyarat normalitas, heteroskedastisitas dan multikolinearitas.

Hasil uji hipotesis dengan nilai toleransi 5% membuktikan secara statistik bahwa 1) terbukti *celebrity endorser* Tasya Farasya berpengaruh signifikan dan positif terhadap minat beli produk Skintific dengan nilai sig. $0,026 < 0,05$. *Celebrity endorser* Tasya Farasya memberikan dampak positif yang sangat kuat dalam meningkatkan minat beli *followers* instagram pada produk Skintific. 2) terbukti *corporate image* berpengaruh signifikan dan positif terhadap minat beli produk Skintific dengan nilai sig. $0,001 < 0,05$. Adanya *corporate image* yang tinggi memberikan dampak positif terhadap peningkatan minat beli produk Skintific pada *followers* Tasya Farasya. Dan 3) secara simultan adanya *celebrity endorser* Tasya Farasya dan *corporate image* terhadap minat beli produk Skintific secara kuat sebesar 82,6%.

Kata Kunci: *Celebrity Endorser*, *Corporate Image*, Minat Beli, Skintific

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Thesis Title : *The Influence of Celebrity Endorser Tasya Farasya and Corporate Image on Interest in Buying Skintific Products (Survey of Instagram Followers @tasyafarasya)*
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Society as consumers has unique behavior. Business actors must be able to provide space and communication facilities to be able to bridge the company with stakeholders in increasing people's buying interest. Therefore, good public relations planning is needed to increase buying interest and good response from the public, especially in the field of imported skincare which is part of trade competition in Indonesia. Business actors must have the effectiveness and efficiency of the right public relations strategy to continuously improve buyer decisions and have products that can compete in reaching consumers widely following people's expectations and skincare needs.

The formulation of the problem in this research is how much influence celebrity endorser Tasya Farasya and corporate image have on interest in buying Skintific products among Tasya Farasya's Instagram followers.

This type of research is positivist with a quantitative approach and uses survey methods. Data collection was carried out by distributing questionnaires to 100 respondents using purposive sampling techniques and the Lameshow Formula to Tasya Farasya's Instagram followers with a population of 5.1 million followers. The data analysis technique uses multiple linear regression analysis which contains the results of the T-test and F-test hypotheses by fulfilling the prerequisite tests for normality, heteroscedasticity, and multicollinearity.

The results of the hypothesis test with a tolerance value of 5% statistically prove that 1) it is proven that celebrity endorser Tasya Farasya has a significant and positive influence on interest in purchasing Skintific products with a sig value. $0.026 < 0.05$. Celebrity endorser Tasya Farasya has had a very strong positive impact in increasing Instagram followers' buying interest in Skintific products. 2) it is proven that corporate image has a significant and positive effect on interest in purchasing Skintific products with a sig value. $0.001 < 0.05$. Having a high corporate image has a positive impact on increasing interest in buying Skintific products among Tasya Farasya followers. And 3) simultaneously the presence of celebrity endorser Tasya Farasya and corporate image strongly influences interest in purchasing Skintific products at 82.6%.

Keywords: *Celebrity Endorser, Corporate Image, Purchase Interest, Skintific*