

ABSTRAK

Saat ini pasar kosmetik di Indonesia semakin berkembang, salah satunya adalah *brand* Somethinc diyakini sebagai *brand* kecantikan lokal yang menggunakan bahan-bahan halal dan bebas zat berbahaya. Oleh karena itu, persaingan pangsa pasar dari produk kecantikan sangat ketat dan dapat mempengaruhi minat beli konsumen. Ada beberapa faktor yang mempengaruhi minat beli seperti *brand ambassador*, *brand image* dan *brand awareness*. Adapun tujuan dari penelitian ini adalah untuk menganalisis pengaruh *brand ambassador*, *brand image* dan *brand awareness* terhadap minat beli produk *skincare* Somethinc. Jenis penelitian ini adalah *explanatory research*. Sampel yang digunakan sebanyak 300 responden, dihitung berdasarkan rumus Ferdinand dengan teknik pengambilan sampel *purposive sampling*. Metode penarikan sampel menggunakan *non probability sampling*. Instrumen penelitian adalah kuesioner. Metode analisis data menggunakan analisis SEM (*Structural Equation Model*) dan uji hipotesis dengan menggunakan *software* SmartPLS 3.0. Hasil dari penelitian ini menunjukkan bahwa *brand ambassador* berpengaruh positif dan signifikan terhadap minat beli. *Brand image* berpengaruh positif dan signifikan terhadap minat beli. *Brand awareness* berpengaruh positif dan signifikan terhadap minat beli.

Kata kunci: *brand ambassador*, *brand image*, *brand awareness* dan minat beli.



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ABSTRACT

Currently, the cosmetics market in Indonesia is growing, one of which is the Somethinc brand which is believed to be a local beauty brand that uses halal ingredients and is free of harmful substances. Therefore, competition for market share of beauty products is very tight and can influence consumer buying interest. There are several factors that influence purchasing interest, such as brand ambassador, brand image and brand awareness. The aim of this research is to analyze the influence of brand ambassadors, brand image and brand awareness on interest in purchasing Somethinc skincare products. This type of research is explanatory research. The sample used was 300 respondents, calculated based on the Ferdinand formula using a purposive sampling technique. The sampling method uses non-probability sampling. The research instrument is a questionnaire. The data analysis method uses SEM (Structural Equation Model) analysis and hypothesis testing using SmartPLS 3.0 software. The results of this research show that brand ambassadors have a positive and significant effect on purchasing interest. Brand image has a positive and significant effect on purchasing interest. Brand awareness has a positive and significant effect on purchasing interest.

Keywords: *brand ambassador, brand image, brand awareness and purchase interest.*



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