

## ABSTRAK

Skripsi yang berjudul “Pengaruh *Brand Ambassador* Blackpink dan *Korean Wave* Terhadap Minat Belanja Melalui *Marketplace* Tokopedia Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung dibuat oleh Wanda Nurhalisa, NIM. 12405193128, dengan dosen pembimbing Galih Pradananta, M.Si.

Penelitian ini dilatar belakangi oleh ramainya penggemar K-POP di Indonesia dan secara tidak langsung akan mempengaruhi gaya hidup dan fashion mereka yang cenderung menyerupai idolanya. Ditambah dengan perdagangan bebas yang sudah terdigital hal tersebut menjadi peluang bisnis online yang melalui *marketplace*. Tujuan penelitian ini adalah (1) untuk mengetahui pengaruh secara parsial variabel *brand ambassador* Blackpink terhadap minat belanja melalui Tokopedia (2) untuk mengetahui pengaruh secara parsial variabel *Korean Wave* terhadap minat belanja melalui Tokopedia, (3) untuk mengetahui pengaruh secara parsial variabel *brand ambassador* Blackpink dan *Korean Wave* terhadap minat belanja melalui Tokopedia

Metode penelitian yang digunakan adalah kuantitatif jenis asosiatif, dengan populasi adalah mahasiswa FEBI UIN Sayid Ali Rahmatullah Tulungagung sehingga penentuan sampel menggunakan teknik pendekatan *Nonprobability sampling* dimana pengambilan sampelnya secara *quota sampling* dengan menggunakan sampel sebanyak 150 orang karena dengan menggunakan sampel sebanyak 150 orang sudah bisa mewakili hasil dari penelitian penulis. Analisis hipotesis menggunakan analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa (1) secara parsial *brand ambassador* Blackpink berpengaruh positif dan signifikan terhadap minat belanja melalui Tokopedia mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung. (2) secara parsial *Korean Wave* berpengaruh positif dan signifikan terhadap minat belanja melalui Tokopedia mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung, (3) secara simultan *brand ambassador* Blackpink dan *Korean Wave* berpengaruh positif dan signifikan terhadap minat belanja melalui Tokopedia mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung.

**Kata kunci :** *Brand Ambassador, Korean Wave, Minat Belanja*

## **ABSTRACT**

*The thesis entitled “Influence Brand Ambassador Blackpink and Korean Wave Against the Interest of Shopping Through Marketplace Tokopedia for UIN Sayyid Ali Rahmatullah Tulungagung students created by Wanda Nurhalisa, NIM. 12405193128, with supervisor Galih Pradananta, M.Si.*

*This research is motivated by the hectic number of K-POP fans in Indonesia and will indirectly affect their lifestyle and fashion which tend to resemble their idols. Coupled with free trade that has been digitized, this is an online business opportunity that is through marketplace. The purpose of this research is (1) to determine the partial effect of variables brand ambassador Blackpink on shopping interest through Tokopedia (2) to determine the partial effect of variables Korean Wave on shopping interest through Tokopedia, (3) to determine the partial effect of variables brand ambassador Blackpink and Korean Wave on shopping interest through Tokopedia*

*The research method used is quantitative associative type, with the population being students of FEBI UIN Sayyid Ali Rahmatullah Tulungagung so that the determination of the sample uses an approach technique Nonprobability sampling where is the sample taken quota sampling by using a sample of 150 people because by using a sample of 150 people it can represent the results of the author's research. Hypothesis analysis using multiple linear regression analysis.*

*The research results show that (1) partially brand ambassador Blackpink has a positive and significant effect on shopping interest through Tokopedia for FEBI UIN students Sayyid Ali Rahmatullah Tulungagung. (2) partially Korean Wave has a positive and significant effect on shopping interest through Tokopedia for FEBI UIN students Sayyid Ali Rahmatullah Tulungagung, (3) simultaneously brand ambassador Blackpink and Korean Wave has a positive and significant effect on shopping interest through Tokopedia for FEBI UIN students Sayyid Ali Rahmatullah Tulungagung.*

**Keywords :** *Brand Ambassador, Korean Wave, Shopping Interest*