

ABSTRAK

Skripsi dengan judul “Pengaruh *Brand Awareness*, *Consumer Ethnocentrism*, dan *Brand Ambassador* terhadap Minat Beli produk Somethinc pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung” yang ditulis oleh Dewi Fatmawati, NIM. 12405193084, Fakultas Ekonomi dan Bisnis Islam, Jurusan Manajemen Bisnis Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing : Lativa Hartiningtyas, M,Pd.

Penelitian ini dilatar belakangi oleh semakin maraknya produk skincare dan kosmetik yang mengharuskan perusahaan untuk menyusun strategi untuk menarik konsumen sehingga memunculkan kepuasan terhadap konsumen dengan memiliki brand awareness yang baik dari pada produk skincare dan kosmetik lainnya. Banyak faktor yang dapat mempengaruhi minat beli terhadap suatu produk, seperti *Brand Awareness*, *Consumer Ethnocentrism*, dan *Brand Ambassador*. Tujuan Penelitian untuk (1) Menguji pengaruh *Brand Awareness* terhadap minat beli mahasiswi terhadap produk Somethinc, (2) Menguji pengaruh *Consumer Ethnocentrism* terhadap minat beli mahasiswi terhadap produk Somethinc, (3) Menguji pengaruh *Brand Ambassador* terhadap minat beli mahasiswi terhadap produk Somethinc, (4) Menguji pengaruh *Brand Awareness*, *Consumer Ethnocentrism* dan *Brand Ambassador* terhadap minat beli mahasiswi terhadap produk Somethinc.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik dalam pengambilan sampel menggunakan Teknik probability sampling. Jenis data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebarkan pada konsumen. Data kuesioner dianalisis menggunakan SPSS 21 dengan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik uji normalitas residual, uji regresi linier berganda, uji hipotesis (Uji T, Uji F), dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa, (1) Brand Awareness berpengaruh positif dan signifikan terhadap minat beli produk Somethinc, (2) Consumer Ethnocentrism berpengaruh positif dan signifikan terhadap Minat Beli pada produk Somethinc, (3) Brand Ambassador berpengaruh positif dan signifikan terhadap Minat Beli pada produk Somethinc, (4) Variabel Brand Awareness, Consumer Ethnocentrism, dan Brand Ambassador berpengaruh positif dan signifikan terhadap Minat Beli pada produk Somethinc.

Kata Kunci : *Brand Awareness*, *Consumer Ethnocentrism*, *Brand Ambassador*, Minat Beli

ABSTRACT

Thesis with the title "The Influence Of The Brand Awareness, Consumer Ethnocentrism, and The Brand Ambassador Of The Interest In Buying Somethinc Products In The Islamic Faculty And Business Of UIN Sayyid Ali Rahmatullah Tulungagung" written by Dewi Fatmawati, NIM. 12405193084, Faculty Of Economics and Islamic Business, Department Of Sharia Business Management, State Islamic University Sayyid Ali Rahmatullah Tulungagung, Advisor: Lativa Hartiningtyas, M,Pd.

The study is on the background of skincare and cosmetics products that require companies to devise a strategy to appeal to their customers in a way that enhances their improved brand awareness over skincare and other cosmetics. Many factors can influence the interest in buying into a product, such as the brand awareness, the consumer ethnocentrism, and the brand ambassador. The purpose of the study for (1) to test the influence of a brand ethnocentrism on a student product in somethinc, (2) testing the brand ambassador's interest in the buying of coeds on somethinc, (4) testing the influence of a brand awareness, a consumer ethnocentrism and a brand ambassador of the buying of coeds in somethinc.

The study uses a quantitative approach with a type of associative research. The sample sampling technique is sampling. The type of data used is primary data obtained from a questionnaire distributed to consumers. The questionnaire's data is analyzed using a SPSS 21 using valiance tests, reliability tests, classic assumptions of residual normality tests, linear regression tests, hypothetical tests (t test, test f), and coefficient determinations.

Research indicates that, (1) the brand awareness affects a positive and significant interest in the buying of shomethinc products (2) consumer ethnocentrism affects positive and significant interest in the buying of somethinc products, (3) the brand ambassador influences positive and significant the buying of somethinc products, (4) the brand awareness, consumer ethnocentrism, and the brand ambassador affects positive and significant interest in the buying of somethinc products.

Keywords: *a brand awareness, consumer ethnocentrism, a brand ambassador, interest buying*