

ABSTRAK

Skripsi dengan judul “Pengaruh Gaya Hidup, *Brand Awareness* Dan *Electronic Word of Mouth* Terhadap Minat Beli Produk Kecantikan OMG Pada Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2021” ini ditulis oleh Intan Akmalasari, NIM 126405211007, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan dosen Pembimbing Ibu Lativa Hartiningtyas, M.Pd.

Kata Kunci: Gaya Hidup, *Brand Awareness*, *Electronic Word of Mouth*, Minat Beli, Kosmetik OMG.

Penelitian ini dilatarbelakangi oleh perkembangan industri kecantikan yang semakin pesat seiring dengan meningkatnya kesadaran masyarakat, khususnya perempuan terhadap pentingnya penampilan dan perawatan diri. Hal itu memicu meningkatnya penggunaan kosmetik sebagai bagian dari gaya hidup, termasuk dikalangan mahasiswa. Merek kosmetik lokal seperti OMG semakin mendapat perhatian konsumen karena kualitas yang baik dan harga yang terjangkau. Di sisi lain, faktor-faktor seperti gaya hidup, *brand awareness* dan *electronic word of mouth* turut mempengaruhi keputusan konsumen dalam membeli suatu produk.

Tujuan dari penelitian ini adalah untuk (1) menguji pengaruh gaya hidup, *brand awareness* dan *electronic word of mouth* terhadap minat beli produk kecantikan OMG, (2) menguji pengaruh gaya hidup terhadap minat beli produk kecantikan OMG, (3) menguji pengaruh *brand awareness* terhadap minat beli produk kecantikan OMG, (4) menguji pengaruh *electronic word of mouth* terhadap minat beli produk kecantikan OMG.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Teknik pengumpulan sampel pada penelitian ini menggunakan *non probability sampling purposive sampling* dengan sampel 96 responden yaitu Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung Angkatan 2021. Metode analisis data berupa Regresi Linier Berganda.

Hasil penelitian ini menunjukkan bahwa (1) secara simultan variabel gaya hidup, *brand awareness* dan *electronic word of mouth* berpengaruh positif signifikan terhadap minat beli produk kecantikan OMG, (2) gaya hidup berpengaruh secara signifikan terhadap minat beli produk kecantikan OMG, (3) *brand awareness* berpengaruh secara signifikan terhadap minat beli produk kecantikan OMG, (4) *electronic word of mouth* berpengaruh secara signifikan terhadap minat beli produk kecantikan OMG.

ABSTRACT

The thesis with the title “The Influence of Lifestyle, Brand Awareness and Electronic Word of Mouth on Interest in Buying OMG Beauty Products in Student of FEBI UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021” was written by Intan Akmalasari, NIM 126405211007, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah Tulungagung State Islamic University, with a supervisor Mrs. Lativa Hartiningtyas, M.Pd.

Keywords: Lifestyle, Brand Awareness, Electronic Word of Mouth, Buying Interest, OMG Cosmetics.

The research is motivated by the rapid development of the beauty industry along with increasing awareness of the public, especially women, on the importance of appearance and self care. This triggered the increasing use of cosmetics as part of lifestyle, including among students. Local cosmetic brand like OMG are getting more and more attention from consumers due to their good quality and affordable prices. On the other hand, factors such as lifestyle, brand awareness and electronic word of mouth also influence consumers' decisions to buy a product.

The purpose of the study is to (1) test the influence of lifestyle, brand awareness and electronic word of mouth on the purchase interest of OMG beauty products, (2) test the influence of lifestyle on the purchase interest of OMG beauty products, (3) test the influence of brand awareness on the purchase interest of OMG beauty products, (4) test the influence of electronic word of mouth on the purchase interest of OMG beauty products.

The study uses a quantitative approach with an associative type. The sample collection technique in the study uses non probability sampling purposive sampling with a sample of 96 respondents, namely students FEBI UIN Sayyid Ali Rahmatullah Tulungagung Class of 2021. The data analysis method is in the form of Multiple Linear Regression.

The results of this study show that (1) simultaneously the variables lifestyle, brand awareness and electronic word of mouth have a significant positive effect on the purchase interest of OMG beauty products, (2) lifestyle has a significant effect on the purchase interest of OMG beauty products, (3) brand awareness has a significant effect on the purchase interest of OMG beauty products, (4) electronic word of mouth has a significant effect on the purchase interest of OMG beauty products.