

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Produk *Brand Image* dan *Celebrity Endorse* Terhadap Keputusan Pembelian Produk Skintific Pada Mahasiswa FEBI Uin Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Aqmarifa Ghassani Husna, NIM 126405211011, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan dosen Pembimbing Bapak Didik Setiawan, S.E., MM.

Kata Kunci: Kualitas Produk, Brand Image, Celebrity Endorse, Keputusan Pembelian, Skintific

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan industri skincare di Indonesia yang didorong oleh meningkatnya kesadaran masyarakat akan pentingnya perawatan kulit serta pemanfaatan media sosial dalam strategi pemasaran. Skintific sebagai brand skincare internasional berhasil menarik perhatian konsumen Indonesia melalui kualitas produk yang tinggi, citra merek yang kuat, dan penggunaan celebrity endorser seperti Tasya Farasya. Mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung sebagai konsumen aktif dan responsif terhadap tren kecantikan menjadi sasaran yang relevan untuk mengetahui pengaruh Kualitas Produk, *Brand Image*, dan *Celebrity Endorse* terhadap Keputusan Pembelian produk Skintific.

Tujuan dari penelitian ini adalah untuk (1) menguji pengaruh Kualitas Produk, *Brand Image*, dan *Celebrity Endorse* Terhadap Keputusan Pembelian Produk Skintific, (2) menguji pengaruh Kualitas Produk Terhadap Pembelian Produk Skintific (3) menguji pengaruh *Brand Image* Terhadap Keputusan Pembelian Produk Skintific, (4) menguji pengaruh *Celebrity Endorse* Terhadap Keputusan Pembelian Produk Skintific.

Penelitian ini adalah pendekatan kuantitatif dengan jenis korelasional. Teknik pengambilan sampel menggunakan metode *Sampling* jenuh dengan jumlah responden sebanyak 102 orang. Data diperoleh melalui kuesioner online dan dianalisis menggunakan uji regresi linier berganda.

Hasil penelitian menunjukkan bahwa (1) secara simultan variabel Kualitas Produk, *Brand Image*, dan *Celebrity Endorse* berpengaruh positif signifikan terhadap keputusan pembelian produk Skintific, (2) Kualitas Produk tidak berpengaruh secara signifikan terhadap keputusan pembelian produk Skintific, (3) *Brand Image* tidak berpengaruh secara signifikan terhadap keputusan pembelian produk Skintific, (4) *Celebrity Endorse* berpengaruh secara signifikan terhadap keputusan pembelian produk Skintific.

ABSTRACT

Thesis titled “The Influence of Product Quality Brand Image and Celebrity Endorsement on Purchase Decisions for Skintific Products Among Students at the Faculty of Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung” was written by Aqmarifa Ghassani Husna, Student ID 126405211011, Sharia Business Management Program, Faculty of Economics and Islamic Business, UIN Sayyid Ali Rahmatullah Tulungagung, under the supervision of Mr. Didik Setiawan, S.E., MM.

Keywords: *Product Quality, Brand Image, Celebrity Endorsement, Purchase Decision, Skintific*

This study is motivated by the rapid growth of the skincare industry in Indonesia, driven by increasing public awareness of the importance of skin care and the use of social media in marketing strategies. Skintific, as an international skincare brand, has successfully attracted Indonesian consumers through its high-quality products, strong brand image, and the use of celebrity endorsers such as Tasya Farasya. Students from the Faculty of Economics and Business (FEBI) at UIN Sayyid Ali Rahmatullah Tulungagung, as active and responsive consumers of beauty trends, are a relevant target group to investigate the influence of Product Quality, Brand Image, and Celebrity Endorsement on Purchase Decisions for Skintific products.

The objectives of this study are to (1) test the influence of Product Quality, Brand Image, and Celebrity Endorsement on the Purchase Decision of Skintific Products, (2) test the influence of Product Quality on the Purchase of Skintific Products, (3) test the influence of Brand Image on the Purchase Decision of Skintific Products, and (4) test the influence of Celebrity Endorsement on the Purchase Decision of Skintific Products.

This study is a quantitative approach with a correlational type. The sampling technique used the saturated sampling method with a total of 102 respondents. Data was collected through an online questionnaire and analyzed using multiple linear regression analysis.

The results of the study indicate that (1) simultaneously, the variables of Product Quality, Brand Image, and Celebrity Endorsement have a significant positive effect on the purchase decision of Skintific products, (2) Product Quality does not have a significant effect on the purchase decision of Skintific products, (3) Brand Image does not have a significant effect on the purchase decision of Skintific products, (4) Celebrity Endorsement has a significant effect on the purchase decision of Skintific product