

ABSTRAK

Skripsi dengan judul “Pengaruh *Customer Experience*, *Brand Image*, dan *Celebrity Endorsment* Terhadap Minat Beli Produk Implora Pada Mahasiswi FEBI UIN Sayyid Ali Rahmatullah Tulungagung” yang ditulis oleh Putri Indira Yufiana NIM. 126405211013. Fakultas Ekonomi dan Bisnis Islam. Jurusan Bisnis dan Manajemen. Program Studi Manajemen Bisnis Syariah. Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing Didik Setiawan, S.E., M.M.

Kata Kunci: *Customer Experience*, *Brand Image*, *Celebrity Endorsment*, Minat Beli, Implora

Penelitian ini dilatar belakangi oleh fenomena produk kosmetik yang begitu populer di kalangan masyarakat Indonesia. Dengan banyaknya produk kosmetik yang masuk di dalam maupun luar negeri yang masuk ke Indonesia, pembelian suatu produk kosmetik bukan hanya untuk memenuhi keinginan saja melainkan sebuah kebutuhan. Salah satunya sendiri ialah produk Implora, bagi produk seperti Implora, yang mungkin memasarkan produk kosmetik atau kebutuhan sehari-hari yang populer di kalangan anak muda. Serta mahasiswa umumnya memiliki minat yang tinggi pada tren, brand, dan endorsment dari selebriti. Produk Implora kemungkinan besar memiliki daya tarik kuat bagi generasi muda, khususnya mahasiswa yang biasanya sangat memperhatikan tampilan dan lebih mudah terpengaruh oleh iklan dan endorsment selebriti. Tujuan penelitian ini untuk (1) menguji pengaruh *customer experience*, *brand image*, dan *celebrity endorsment* terhadap minat beli produk Implora, (2) untuk menguji pengaruh *customer experience* terhadap minat beli produk Implora (3) untuk menguji pengaruh *brand image* terhadap minat beli produk Implora (4) untuk menguji pengaruh *celebrity endorsment* terhadap minat beli produk Implora.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik dalam pengambilan sampel penelitian menggunakan *purposive sampling*. Jenis data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebarkan kepada 100 responden. Data kuesioner di analisis menggunakan SPSS 25 dengan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian uji F menunjukkan bahwa variabel *customer experience*, *brand image*, dan *celebrity endorsment* berpengaruh positif dan signifikan secara bersama-sama dalam minat beli pada produk Implora pada mahasiswi FEBI UIN Sayyid Ali Rahmatullah Tulungagung. Kemudian melalui uji T menunjukkan bahwa variabel *customer experience* berpengaruh positif dan signifikan terhadap minat beli pada produk Implora, variabel *brand image* berpengaruh positif dan signifikan terhadap minat beli pada produk Implora dan variabel *celebrity endorsment* berpengaruh positif dan signifikan terhadap minat beli pada produk Implora.

ABSTRACT

Thesis with the title "The Effect of Customer Experience, Brand Image, and Celebrity Endorsment on Interest in Buying Implora Products for FEBI UIN Sayyid Ali Rahmatullah Tulungagung Students" written by Putri Indira Yufiana NIM. 126405211013. Faculty of Economics and Islamic Business. Department of Business and Management. Sharia Business Management Study Program. Sayyid Ali Rahmatullah Tulungagung State Islamic University, with Supervisor Didik Setiawan, S.E., M.M.

Keywords: Customer Experience, Brand Image, Celebrity Endorsment, Purchase Intention, Implora

This research is motivated by the phenomenon of cosmetic products that are so popular among the people of Indonesia. With the many cosmetic products that enter at home and abroad that enter Indonesia, the purchase of a cosmetic product is not only to fulfill a desire but a need. One of them is Implora products, for products like Implora, which may market cosmetic products or daily necessities that are popular among young people. And college students generally have a high interest in trends, brands, and endorsements from celebrities. Implora products are likely to have a strong appeal to the younger generation, especially college students who are usually very concerned about appearance and are more easily influenced by advertisements and celebrity endorsements. The purpose of this study is to (1) examine the effect of customer experience, brand image, and celebrity endorsment on buying interest in Implora products, (2) to examine the effect of customer experience on buying interest in Implora products (3) to examine the effect of brand image on buying interest in Implora products (4) to examine the effect of celebrity endorsment on buying interest in Implora products.

This research uses a quantitative approach with an associative research type. The technique in research sampling uses purposive sampling. The type of data used is primary data obtained from questionnaires distributed to 100 respondents. The questionnaire data was analyzed using SPSS 25 using validity test, reliability test, classical assumption test, multiple linear regression test, hypothesis testing, and determination coefficient test.

The results of the F test research show that the customer experience variable, brand image, and celebrity endorsment have a positive and significant effect together in buying interest in Implora products for FEBI UIN Sayyid Ali Rahmatullah Tulungagung students. Then through the T test shows that the customer experience variable has a positive and significant effect on buying interest in Implora products, the brand image variable has a positive and significant effect on buying interest in Implora products and the celebrity endorsment variable has a positive and significant effect on buying interest in Implora products.