

ABSTRAK

Skripsi dengan judul “Pengaruh *Online Customer Review* dan *Celebrity Endorser* terhadap Minat Beli melalui Persepsi *Brand Image* Produk Skincare Azarine pada Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung” ini ditulis oleh Indah Nur Farohin, NIM 126405212101, pembimbing Ahmad Budiman M.S.I.

Kata Kunci: *Online Customer Review*, *Celebrity Endorser*, Minat Beli, *Brand Image*

Penelitian ini dilatarbelakangi oleh banyaknya produk baru yang terus bermunculan, sehingga terjadi persaingan antar bisnis seperti dalam industri kecantikan. Dalam era transformasi digital ini memudahkan masyarakat dalam melakukan bisnis. Dalam mengembangkan bisnisnya, perusahaan memerlukan strategi pemasaran yang efektif dan tepat untuk menaikkan minat beli konsumen. Produk skincare Azarine merupakan produk kecantikan lokal yang berdiri sejak 2002 dengan banyak peminat dari kalangan remaja hingga dewasa yaitu mahasiswa. Salah satu cara untuk menarik minat beli konsumen adalah dengan adanya *online customer review* yang positif, menggunakan *celebrity endorser* yang sesuai, serta persepsi *brand image* yang baik.

Penelitian ini memiliki tujuan: 1) untuk menguji *online customer review*, *celebrity endorser*, dan persepsi *brand image* secara bersama-sama terhadap minat beli, 2) untuk menguji *online customer review* dan *celebrity endorser* terhadap persepsi *brand image*, 3) untuk menguji *online customer review* dan *celebrity endorser* terhadap minat beli, 4) untuk menguji persepsi *brand image* terhadap minat beli.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian menggunakan kuesioner. Pengambilan sampel pada penelitian ini menggunakan *nonprobability sampling* dengan teknik yang digunakan *purposive sampling*. Data pada penelitian ini diperoleh dari penyebaran kuisisioner secara online kepada 96 responden yang merupakan mahasiswa UIN SATU Tulungagung angkatan 2021 yang mengetahui, pernah/sedang menggunakan, dan memiliki minat/keinginan untuk membeli produk skincare Azarine. Alat analisis yang digunakan yaitu uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linear berganda, uji f, uji t, koefisien determinansi, analisis jalur, dan analisis sobel test.

Hasil penelitian menunjukkan bahwa secara parsial variabel *online customer review*, *celebrity endorser* terhadap persepsi *brand image* dan *online customer review*, *celebrity endorser*, persepsi *brand image* terhadap minat beli berpengaruh positif dan signifikan terhadap produk skincare Azarine pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung. Secara simultan menunjukkan bahwa variabel *online customer review* dan *celebrity endorser* terhadap persepsi *brand image* dan *online customer review*, *celebrity endorser*, persepsi *brand image* terhadap minat beli berpengaruh positif dan signifikan terhadap produk skincare Azarine pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung.

ABSTRACT

The thesis entitled "The Influence of Online Customer Review and Celebrity Endorser on Purchase Interest through Brand Image Perception of Azarine Skincare Products on Students of UIN Sayyid Ali Rahmatullah Tulungagung" was written by Indah Nur Farohin, NIM 126405212101, supervisor Ahmad Budiman M.S.I.

Keywords: Online Customer Review, Celebrity Endorser, Purchase Intention, Brand Image

This research is motivated by the many new products that continue to emerge, resulting in competition between businesses, such as in the beauty industry. In this era of digital transformation, it is easier for people to do business. In developing their business, companies need effective and appropriate marketing strategies to increase consumer buying interest. Azarine skincare products are local beauty products that have been established since 2002 with many enthusiasts from teenagers to adults, namely students. One way to attract consumer interest is by having positive online customer reviews, using appropriate celebrity endorsers, and good brand image perception.

The objectives of this research are: 1) to examine the simultaneous effect of online customer review, celebrity endorser, and brand image perception on purchase intention, 2) to examine the effect of online customer review and celebrity endorser on brand image perception, 3) to examine the effect of online customer review and celebrity endorser on purchase intention, 4) to examine the effect of brand image perception on purchase intention.

This research uses a quantitative approach with the type of research using questionnaires. The sampling in this research used non-probability sampling with the technique used was purposive sampling. The data in this research was obtained from distributing questionnaires online to 96 respondents who were students of UIN SATU Tulungagung class of 2021 who knew, had/are currently using, and had an interest/desire to buy Azarine skincare products. The analysis tools used are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, f test, t test, determination coefficient, path analysis, and Sobel test analysis.

The results of the research show that partially the online customer review variable, celebrity endorser on brand image perception and online customer review, celebrity endorser, brand image perception on purchase interest have a positive and significant effect on Azarine skincare products for UIN Sayyid Ali Rahmatullah Tulungagung students. Simultaneously shows that the variables of online customer reviews and celebrity endorsers on brand image perception and online customer reviews, celebrity endorsers, brand image perception on purchasing interest have a positive and significant effect on Azarine skincare products on students of UIN Sayyid Ali Rahmatullah Tulungagung.