

ABSTRACT

Rismatul Janah, The Influence of Social Media Marketing, Online Customer Reviews, and Brand Ambassadors on Interest in Purchasing Scarlett Products among Gen Z. Under the guidance of Miftahul Jannah SE., M.Sc. Bachelor of Management Study Program, Trunojoyo University, Madura.

This research aims to determine the influence of social media marketing, online customer reviews, and brand ambassadors on interest in purchasing Scarlett products among Gen Z. The research method uses quantitative methods. The data used are primary and secondary data. Data was obtained by distributing questionnaires to a sample of 97 respondents. This research uses a purposive sampling method and the analytical tool used is multiple linear regression with the help of the SPSS 29 program.

Partial test results show that social media marketing has a significant effect on purchase interest, online customer reviews have a significant effect on purchase interest, and brand ambassadors have a significant effect on purchase interest. For simultaneous tests, it shows that social media marketing, online customer reviews, and brand ambassadors have a significant effect on purchasing interest. The coefficient of determination value is 0.469, meaning that the regression model obtained is able to explain that the variables social media marketing, online customer reviews, and brand ambassadors can influence purchasing interest in Scarlett products by 46.9%. Meanwhile, the remaining 53.1% was influenced by other variables not explained in this research.

Keywords: Social Media Marketing, Online Customer Reviews, Brand Ambassador Purchase Interest.

ABSTRAK

Rismatul Janah, Pengaruh Social Media Marketing, Online Customer Review, Dan Brand Ambassador Terhadap Minat Beli Produk Scarlett Pada Gen Z. Dibawah bimbingan Miftahul Jannah SE., M.Sc. Program Studi S1 Manajemen, Universitas Trunojoyo Madura.

Penelitian ini bertujuan untuk mengetahui pengaruh social media marketing, online customer review, dan brand ambassador terhadap minat beli produk Scarlett pada gen Z. Metode penelitian menggunakan metode kuantitatif. Data yang digunakan adalah data primer dan sekunder. Data diperoleh dengan menyebarkan kuesioner dengan sampel 97 responden. Penelitian ini menggunakan metode purposive sampling dan alat analisis yang digunakan adalah regresi linear berganda dengan bantuan program SPSS 29.

Hasil uji parsial menunjukkan bahwa social media marketing berpengaruh signifikan terhadap minat beli, online customer review berpengaruh signifikan terhadap minat beli, dan brand ambassador berpengaruh signifikan terhadap minat beli. Untuk uji simultan, menunjukkan bahwa social media marketing, online customer review, dan brand ambassador berpengaruh signifikan terhadap minat beli. Nilai koefisien determinasi sebesar 0,469 artinya bahwa model regresi yang diperoleh mampu menjelaskan bahwa variabel social media marketing, online customer review, dan brand ambassador dapat mempengaruhi minat beli pada produk Scarlett sebesar 46,9%. Sedangkan sisanya sebesar 53,1% dipengaruhi oleh variabel lain yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: Social Media Marketing, Online Customer Review, Brand Ambassador, Minat Beli.