

The Influence of Promotions, Sosial Media And Brand Ambassadors On Interest In Purchasing Azarine Skincare Products In Abelstore Lamongan. Helida Nerissa Arzetti, Ir Pudyartono, SE, M.M, Rifky Ardhana Kisno Saputra, SE, M.M , 2024, Management study program, Faculty of Economics, Darul ‘Ulum Lamongan Islamic University.

ABSTRACT

This research aims to determine the influence of promotions, social media and brand ambassadors on interest in purchasing Azarine skincare products. This research was conducted at the Abelstore Lamongan store involving 100 respondents who purchased Azarine skincare products at the Abelstore Lamongan store with an unlimited overall population. Determining the sample size uses the Lemeslow formula by collecting data using a questionnaire. This research uses quantitative methods using SPSS 27 to analyze data validity tests, classic assumption tests and analyze several hypotheses between promotions, social media and brand ambassadors whether they partially or simultaneously influence interest in purchasing Azarine skincare products.

The results of this analysis show that: (1) From the results of the t test, it was calculated $> t$ table with a value of the Promotion variable (X1) $1.664 < 1.98$. social media variable (X2) $1.0002 < 1.98$. brand ambassador variable (X3) $0.687 < 1.98$. (2) From the results of the f test, a significance value of 0.000 is obtained, meaning less than 0.05. So it can be seen that there is no partial influence and there is a simultaneous influence if tested together.

Keywords : Promotion, Social Media , Brand Ambassadors, Interested In buying

Pengaruh Promosi, Sosial Media Dan *Brand Ambassador* Terhadap Minat Beli Produk *Skincare* Azarine di Toko Abelstore Lamongan Helida Nerissa Arzetti, Ir Pudyartono, SE, M.M , Rifky Ardhana Kisno Saputra, SE, M.M , 2024, program studi Manajemen Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh promosi, sosial media dan *brand ambassador* terhadap minat beli produk *skincare* Azarine. Penelitian ini dilakukan di toko Abelstore Lamongan dengan melibatkan 100 responden pembeli produk *skincare* Azarine di toko Abelstore Lamongan dengan populasi keseluruhan tidak terbatas. Penentuan jumlah sampel menggunakan rumus lemeslow dengan pengambilan datanya menggunakan kuisioner. Penelitian ini menggunakan metode kuantitatif yang diolah dengan SPSS 27 untuk menganalisis uji validitas data, uji asumsi klasik serta menganalisis beberapa hipotesis antara promosi, sosial media dan *brand ambassador* apakah berpengaruh secara parsial dan simultan terhadap minat beli produk *skincare* Azarine.

Hasil analisis tersebut menunjukkan bahwa : (1) Dari hasil uji t di peroleh hitung > t tabel dengan nilai variabel Promosi (X1) $1.664 < 1.98$. variabel sosial media (X2) $1.0002 < 1.98$. variabel *brand ambassador* (X3) $0.687 < 1.98$. (2) Dari hasil uji f di peroleh nilai signifikansi 0,000 artinya kurang dari 0,05. Maka di dapat tidak ada pengaruh secara parsial dan ada pengaruh secara simultan jika di uji secara bersama – sama.

Kata kunci : *Promosi , Sosial Media , Brand Ambassador , dan Minat Beli*