

The Influence Of Brand Love, Brand Ambassadors, And Content Marketing On Buying Interest In Somethinc Skincare In Shopee E-Commerce (Study On Somethinc Consumers In Kanor Bojonegoro), Nuriski Duwi Kartini, Moh. Azuz Shony Azar, Nasikan, 2024, Management Study Program, Faculty Of Economics, Darul 'Ulum Lamongan Islamic University

ABSTRACT

There is an opportunity for skin care businesses to utilize social media to promote their products to customers who have felt the positive impact and those who have not yet felt the positive impact. This research aims to explain the influence of Brand Love, Brand Ambassador and marketing content on interest in buying Skin Care something on Shopee e-commerce. This research uses quantitative methodology which is complemented by an explanatory research approach. Purposive sampling was used to select 96 respondents who best represented the sample population for data collection. The analysis used included descriptive analysis, testing the validity and reliability of hypotheses, testing classical assumptions, testing multiple linear regression analysis, efficiency analysis, and hypothesis testing.

The calculation results for the significance of the Brand Love t test are $0.000 < 0.05$ with a t count of $8,213 > 1.986$, Brand Ambassador $0.000 > 0.05$ with a t count of $6,082 > 1,986$, and Content Marketing is $0.038 < 0.05$ with a t count of $-2,109 > 1,986$. Furthermore, the f test of brand love, brand ambassador, and content marketing on interest in entrepreneurship is 68.524 with a significance of $0.000 < 0.05$. It can be concluded that Brand Love, Brand Ambassador and Content Marketing partially have a significant influence on buying interest. Simultaneously, Brand Love, Brand Ambassador and Content Marketing have a positive and significant effect on purchasing interest.

Keywords: Brand Love, Brand Ambassador and Content Marketing

Pengaruh Brand Love, Brand Ambassador, Dan Content Marketing Terhadap Minat Beli Skincare Somethinc Pada E-Commerce Shopee (Studi Pada Konsumen Somethinc di Kanor Bojonegoro), Nuriski Duwi Kartini, Moh. Azuz Shony Azar, Nasikan, 2024, Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul ‘Ulum Lamongan

ABSTRAK

Ada peluang bagi pelaku bisnis perawatan kulit Untuk memanfaatkan media sosial untuk mempromosikan produknya kepada pelanggan yang telah merasakan dampak positifnya maupun yang belum merasakan dampak positifnya. Penelitian ini bertujuan untuk menjelaskan pengaruh Brand Love, Brand Ambassador dan konten marketing terhadap minat beli Skin Care something pada e-commerce shopee penelitian ini menggunakan metodologi kuantitatif yang dilengkapi dengan pendekatan penelitian eksplanatory research. Pengambilan sampel dengan tujuan digunakan untuk memilih 96 responden yang paling mewakili populasi sampel untuk pengumpulan data. Analisis yang digunakan meliputi analisis deskriptif pengujian validitas dan reliabilitas hipotesis pengujian asumsi klasik pengujian analisis regresi linear berganda, analisis efisiensi, dan uji hipotesis.

Hasil Perhitungan signifikansi uji t Brand Love adalah $0,000 < 0,05$ dengan t hitung $8.213 > 1.986$, Brand Ambassador $0,000 > 0,05$ Dengan t hitung $6.082 > 1.986$, dan Content Marketing adalah $0,038 < 0,05$ dengan t hitung $-2.109 > 1.986$. Selanjutnya Uji f brand love, brand ambassador, dan content marketing terhadap minat beli adalah 68.524 dengan Signifikan $0,000 < 0,05$. Dapat disimpulkan Brand Love, Brand Ambassador dan Content Marketing secara parsial berpengaruh signifikan Terhadap minat beli. Secara simultan Brand Love, Brand Ambassador dan Content Marketing berpengaruh positif dan Signifikan terhadap minat beli.

Kata kunci : Brand Love, Brand Ambassador dan Content Marketi

