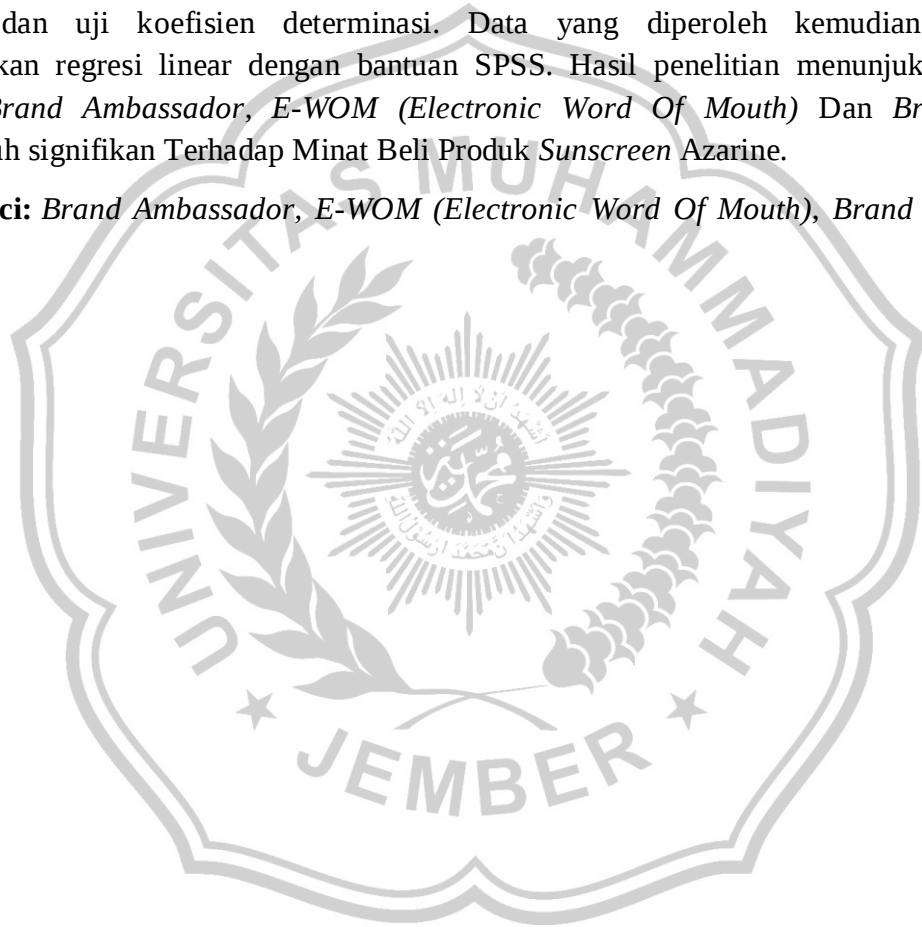


ABSTRAK

Penelitian ini dilakukan untuk menganalisis dari masing-masing variabel yaitu *Brand Ambassador* (X1), *E-WOM (Electronic Word Of Mouth)* (X2) Dan *Brand Image* (X3) Terhadap Minat Beli (Y) Produk *Sunscreen Azarine*. Jenis penelitian ini adalah penelitian kuantitatif dengan jumlah sampel pada penelitian ini adalah 100 responden. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah purposive sampling. Teknik pengambilan data yang digunakan yaitu melalui kuisioner. Teknik analisis data yang digunakan adalah uji instrumen data, analisis regresi linear berganda, uji asumsi klasik, uji hipotesis dan uji koefisien determinasi. Data yang diperoleh kemudian dianalisis menggunakan regresi linear dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa variable *Brand Ambassador*, *E-WOM (Electronic Word Of Mouth)* Dan *Brand Image* berpengaruh signifikan Terhadap Minat Beli Produk *Sunscreen Azarine*.

Kata Kunci: *Brand Ambassador*, *E-WOM (Electronic Word Of Mouth)*, *Brand Image* dan Minat Beli



ABSTRACT

This study was conducted to analyze each variable, namely Brand Ambassador (X1), E-WOM (Electronic Word Of Mouth) (X2) and Brand Image (X3) on Purchase Interest (Y) of Azarine Sunscreen Products. This type of research is quantitative research with the number of samples in this study being 100 respondents. The sampling technique used in this study is purposive sampling. The data collection technique used is through a questionnaire. The data analysis technique used is data instrument testing, multiple linear regression analysis, classical assumption testing, hypothesis testing and determination coefficient testing. The data obtained were then analyzed using linear regression with the help of SPSS. The results of the study indicate that the variables Brand Ambassador, E-WOM (Electronic Word Of Mouth) and Brand Image have a significant effect on Purchase Interest of Azarine Sunscreen Products.

Keywords: Brand Ambassador, E-WOM (Electronic Word Of Mouth), Brand Image and Purchase Interest

