

PENGARUH *BRAND AWARENESS* TERHADAP MINAT BELI PRODUK *SKINCARE* KOREA PADA DEWASA AWAL DI KABUPATEN JEMBER

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INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *brand awareness* terhadap minat beli produk *skincare* Korea pada kalangan dewasa awal di Kabupaten Jember. *Brand awareness* merupakan gambaran sejauh mana konsumen mampu mengenali serta membedakan suatu merek ketika informasi tersebut muncul dalam memori mereka. Maraknya fenomena budaya Korea yang menjadikan penggunaan *skincare* sebagai gaya hidup berkontribusi terhadap meningkatnya minat beli konsumen. Penelitian yang disajikan bersifat kuantitatif. Teknik pengambilan sampel yang digunakan adalah teknik pengambilan sampel secara acak di Kabupaten Jember sebanyak 303 responden. Data dikumpulkan dengan mendistribusikan kuesioner secara online melalui *Google Form*. Metode pengumpulan data dilakukan menggunakan skala *brand awareness* dengan jumlah 8 item $\alpha=764$ dan skala minat beli dengan jumlah 7 item $\alpha=675$. Hasil penelitian menunjukkan bahwa terdapat pengaruh signifikan antara *brand awareness* terhadap minat beli pada dewasa awal di Kabupaten Jember ($r= 0.760$; $(p)<0.05$). Temuan ini menunjukkan bahwa *brand awareness* memiliki pengaruh signifikan terhadap minat beli yang artinya individu pada dewasa awal di Kabupaten Jember mampu mengenali, mengingat dan memahami merek produk *skincare* Korea sehingga memunculkan minat beli.

Kata kunci: Dewasa awal, *Brand Awareness*, Minat Beli

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THE INFLUENCE OF BRAND AWARENESS OF BUYING INTEREST IN KOREAN SKINCARE PRODUCTS AMONG EARLY ADULTS IN JEMBER REGENCY

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ABSTRACT

This study aims to examine the influence of brand awareness on purchase intention toward Korean skincare product among early adults in Jember Regency. Brand awareness refers to the extent to which consumers are able to recognize, recall, and differentiate a brand when related information is stored in their memory. The widespread influence of Korean popular culture, which has positioned skincare use as part of a modern lifestyle, is believed to contribute to the growing purchase intention among consumers. This research employed a quantitative approach. A total of 303 respondents were selected using random sampling techniques in Jember Regency. Data were collected through an online questionnaire distributed via Google Forms. Measurement instruments consisted of a brand awareness scale comprising eight items ($\alpha=0.764$) and a purchase intention scale comprising seven items ($\alpha=0.675$). The results revealed a significant relationship between brand awareness and purchase intention among early adults in Jember Regency ($r=0.760$; $p < 0.05$). These findings indicate that higher levels of brand awareness significantly enhance purchase intention, suggesting that early adults in Jember Regency are able to recognize, recall, and comprehend Korean skincare brands, which subsequently stimulates their intention to purchase.

Keywords: Early Adults, Brand Awareness, Purchase Intention

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