

ABSTRAK

Kemajuan teknologi di zaman digitalisasi di 2019 ternyata telah memberikan dampak cukup besar pada berbagai industri yang ada, salah satu diantaranya adalah tren di industri kecantikan. Munculnya *platform* media sosial untuk berbagi foto seperti Instagram, telah mendorong banyak orang untuk bisa tampil cantik. Akibatnya, kebutuhan orang akan tampilan yang cantik dan menarik pun semakin tinggi. Era digital telah memberi dampak yang besar pada industri estetika secara global di industri estetika, fenomena tren timbul karena pengaruh dari perkembangan teknologi dan sosial media. Revolusi industri berkembang dan mengalami perubahan dari industri 1.0 menuju 4.0, demikian pula *beauty industry* mengalami revolusi..

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis Pengaruh *Celebrity Endorser* , *Brand Image*, Kualitas Produk Terhadap Minat Beli Produk Nacific (Studi Kasus Pada *Folowers* Instagram @Nacificofficial.Id). Data yang digunakan dalam penelitian ini adalah data primer dan data sekunder. Populasi dan sampel penelitian ini sebesar 83 orang responden. Alat uji yang digunakan adalah teknik analisis regresi linier berganda dengan software SPSS 24.00.

Setelah dilakukan pengujian atas hipotesis yang diajukan, maka diperoleh Hasil dari uji F (Uji Simultan) nilai F hitung sebesar 38,909 dengan signifikan sebesar 0,000. sedangkan Ftabel yang diperoleh sebesar 3,11 dengan signifikan sebesar 0,05.karena nilai Fhitung > Ftabel maka Ho ditolak dan Ha diterima yang artinya variabel *Celebrity Endorser*, *Brand Image*, Kualitas Produk secara simultan berpengaruh signifikan terhadap Minat Beli .. Sehingga hipotesis pertama yang menyatakan “Pengaruh *Celebrity Endorser*, *Brand Image*, Kualitas Produk Terhadap Minat Beli” diterima.

Variabel *Celebrity Endorser* (x1) ,*Brand Image* (x2), Kualitas Produk (x3) mempunyai hasil t hitung > t tabel yang artinya *Celebrity Endorser*, *Brand Image*, Kualitas Produk secara parsial berpengaruh signifikan terhadap Minat Beli. Nilai R2 yang dihasilkan sebesar 0,576 artinya variabilitas Minat Beli dapat dijelaskan oleh *Celebrity Endorser*, *Brand Image*, Kualitas Produk sebesar 76,1% dan sisanya 23,9% dijelaskan oleh variabel lain diluar model.

Kata kunci : *Celebrity Endorser*, *Brand Image*, Kualitas Produk, Minat Beli

ABSTRACT

Technological advances in the digitalization period in 2019 have been found to have had a significant impact on various existing industries, one of the trends in the beauty industry. The emergence of social media platforms that can share photos such as Instagram has made many people looks beautiful. As a result, people's demands for what can seem beautifully attractive are increasing. The digital age has had a significant impact on the beauty industry as a whole throughout the art industry, with trends occurring due to the effects of technology, media technology, and social development. The Industrial Revolution developed, changed from 1.0 to 4.0, and there was the beauty Industrial Revolution.

The purpose of this study is to study, identify, and analyze the impact of, celebrity endorser, brand image, and product quality of products on the nacific (Study cases on followers instagram @nacificofficial.id) . The data used in this study are primary and secondary data. This study sample consists of 83 respondents. The test device used is a linear regression analyzer represented by the SPSS 24.00 software.

Testing of the hypothesis suggested, results from the F test (simultaneous testing) value of the Fcount of 38.909 significantly For 0,000. Where as the Ftable obtained 3.11 with a significant 0.05. Since the value of Fnumber > Ftable then Ho was rejected and Ha accepted which means the variable celebrity endorser, brand image, the quality of the product simultaneously has significant impact on the interest of the purchase.. So the first hypothesis stating "the influence of celebrity endorser, brand image, the quality of the product to the interest of the purchase" is accepted.

Variable Celebrity Endorser (x1), Brand Image (x2), Product Quality (x3) has results from t count > t tables meaning celebrity endorser, brand image, the quality of the product has a partial impact on the interest of the purchase. The value of r2's unit of 0.576 means the variability of interest purchase can be explained by celebrity endorser, brand image, product quality of 76.1 percent and 23.9% explained by other variables outside the model.

Keywords : Celebrity Endorser, Brand Image, product quality, Buying Interest