

ABSTRAK

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Penelitian ini dibuat untuk mengetahui besarnya Pengaruh Kredibilitas Brand Ambassador “RANS” Terhadap Minat Beli Produk MS Glow. Peneliti menggunakan pendekatan kuantitatif dengan metode survey. Data diperoleh dengan cara menyebarkan kuesioner secara online melalui *google formulir* kepada responden yang merupakan pengguna MS Glow. Pada tahap uji validitas dengan jumlah populasi sebesar 100 orang. Dari hasil uji statistik yang telah dilakukan, Hasil yang diperoleh adalah ada setiap butir pertanyaan valid untuk ditanyakan. Pada uji reliabilitas nilai *Cronbach’s Alpha* hasil *output* SPSS 25. Dari hasil analisis statistik dapat diketahui bahwa Kredibilitas *Brand Ambassador* (X) berpengaruh cukup *signifikan* terhadap Minat Beli (Y) sebesar 41,3% dan sisanya dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci : Kredibilitas Brand Ambassador, Minat beli, MS Glow

ABSTRACK

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This study was conducted to determine the influence of the credibility of the brand ambassador "RANS" on the purchase intention of MS Glow products. The researcher used a quantitative approach with the survey method. The data was obtained by distributing online questionnaires via google forms to respondents who were MS Glow users. At the validity test stage with a population of 100 people. From the results of statistical tests that have been carried out, the results obtained are that there are valid questions to be asked. In the reliability test, the Cronbach's Alpha value resulting from the SPSS 25 output. From the results of statistical analysis, it can be seen that Brand Ambassador Credibility (X) has a significant effect on Purchase Interest (Y) by 41.3% and the rest is influenced by other factors not examined.

Key Words : Brand Ambassador Credibility, Purchase Interest, MS Glow