ABSTRAK

Nurul jannah. Program studi Administrasi Bisnis Universitas Yudharta Pasuruan, 19 Juni 2023. : Pengaruh Promosi *Word Of Mouth, Brand Image, Influencer Marketing,* Terhadap Minat Beli Skincare Pada Produk Kecantikan Drw Skincare (Studi pada konsumen DRW skincare di kecamatan Purwosari)

Penelitian ini dilakukan untuk mengetahui Pengaruh Promosi *Word Of Mouth, Brand Image, Influencer Marketing,* Terhadap Minat Beli Skincare Pada Produk Kecantikan Drw Skincare. Jenis penelitian ini menggunakan penelitian deskriptif dengan pendekatan kuantitatif, dengan penyebaran kuesioner sebagai teknik pengumpulan data. Metode pengambilan sampelmenggunakan teknik purposive sampling, yaitu teknik penentuan sampel dimana orang yang dipilih sebagai sampel sesuai dengan tujuan dilakukan penelitian, sampel yang digunakan sebanyak 100 responden melalui penyebaran kuesioner. Metode analisis data yang digunakan dalam penelitian ini adalah regresi linier berganda dengan analisis perhitungan menggunakan SPSS 23.

Hasil penelitian ini menunjukan bahwa : 1. Variabel *word of mouth* berpengaruh positif dan signifikan terhadap Minat Beli Skincare Pada Produk Kecantikan Drw Skincare , 2. Variabel *brand image* berpengaruh positif dan signifikan terhadap Minat Beli Skincare Pada Produk Kecantikan Drw Skincare, 3. Variabel *influencer marketing* berpengaruh positif dan signifikan terhadap Minat Beli Skincare Pada Produk Kecantikan Drw Skincare. Uji hipotesis mencakup uji T dan uji F, diperoleh Fhitung > F tabel sehingga model regresi yang dihasilkan sudah sesuai dan dapat digunakan untuk memprediksi hasil pengaruh. Hasil uji T untuk variabel *word of mouth, brand image, influencer marketing* diperoleh sebesar (WOM) T_{hitung} (2.479) > dari T_{tabel} (1,985), (BI) sebesar T_{hitung} (17,307) > dari T_{tabel} (1,985) , (IM) sebesar T_{hitung} (10.722) > dari T_{tabel} (1,985) dapat disimpulkan bahwa variabel word of mouth, brand image, influencer marketing mempunyai pengaruh dan signifikan terhadap Minat Beli Skincare Pada Produk Kecantikan Drw Skincare.

Kata kunci : *Word Of Mouth, Brand Image, Influencer Marketing* dan Minat beli Skincare Pada Produk Kecantikan Drw Skincare

ABSTRACK

Nurul jannah. *Business Administration study program, Yudharta Pasuruan University, June 19, 2023. : The Effect of Word Of Mouth Promotion, Brand Image, Influencer Marketing, On Interest in Buying Skincare on Drw Skincare Beauty Products (Study on DRW skincare consumers in Purwosari sub-district)*

This study was conducted to determine the Effect of Word Of Mouth Promotion, Brand Image, Influencer Marketing, On Skincare Buying Interest In Drw Skincare Beauty Products. This type of research uses descriptive research with a quantitative approach, with the distribution of questionnaires as a data collection technique. The sampling method uses purposive sampling techniques, which is a sampling technique where people are selected as samples in accordance with the purpose of the study, the sample used as many as 100 respondents through the distribution of questionnaires. The data analysis method used in this study is multiple linear regression with calculation analysis using SPSS 23.

The results of this study show that: 1. Word of mouth variables have a positive and significant effect on Skincare Buying Interest in Drw Skincare Beauty Products, 2. Brand image variables have a positive and significant effect on Skincare Buying Interest in Drw Skincare Beauty Products, 3. Influencer marketing variables have a positive and significant effect on Skincare Buying Interest in Drw Skincare Beauty Products. Hypothesis tests include T tests and F tests, obtained Fcalculate > F tables so that the resulting regression model is appropriate and can be used to predict the results of influence. The results of the T test for the variables word of mouth, brand image, influencer marketing were obtained by (WOM) Thitung (2,479) > from Ttabel (1,985), (BI) from Thitung (17,307) > from Ttabel (1,985), (IM) from Thitung (10,722) > from Ttabel (1,985) It can be concluded that the variables of word of mouth, brand image, influencer marketing have an influence and are significant on Skincare Buying Interest in Drw Skincare Beauty Products.

Keywords: Word Of Mouth, Brand Image, Influencer Marketing and Interest in buying Skincare On Beauty Products Drw Skincare