

ABSTRAK

PENGARUH KIM SOO HYUN SEBAGAI *BRAND AMBASSADOR* DAN *BRAND IMAGE* TERHADAP KEPUTUSAN PEMBELIAN PRODUK *SKINCARE COSRX* (STUDI PADA MAHASISWA DI INDONESIA)

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Perkembangan teknologi menyebabkan mudahnya budaya asing masuk ke Indonesia, salah satunya budaya Korea Selatan. Budaya Korea Selatan direpresentasikan melalui K-Pop, K-Drama, K-Fashion dan K-Beauty. K-Beauty yang menyebar di Indonesia adalah produk-produk kecantikan seperti *make-up* dan *skincare*. Salah satu *skincare* Korea yang terkenal dan sudah mendapat izin BPOM di Indonesia adalah COSRX. Untuk memasarkan produk, suatu perusahaan membutuhkan bintang iklan atau *brand ambassador*. Kim Soo Hyun, seorang aktor Korea Selatan yang ditunjuk menjadi *brand ambassador* dari COSRX sudah seharusnya mampu mempengaruhi konsumen Indonesia untuk membeli produk COSRX. Penelitian ini bertujuan untuk mengetahui pengaruh *brand ambassador* Kim Soo Hyun dan *brand image* terhadap keputusan pembelian produk *skincare* COSRX. Objek penelitian ini adalah Mahasiswa di Indonesia. Bentuk penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara variabel *brand ambassador*, dan *brand image* terhadap keputusan pembelian.

Kata Kunci: *Brand Ambassador*, *Brand Image*, Keputusan Pembelian.

ABSTRACT

THE INFLUENCE OF KIM SOO HYUN AS A BRAND AMBASSADOR AND BRAND IMAGE ON DECISION TO PURCHASE COSRX SKINCARE PRODUCT (A STUDY ON INDONESIAN STUDENT)

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Technological developments make it easy for foreign cultures to influence Indonesia, one of which is South Korean culture. South Korean culture is represented by K-Pop, K-Drama, K-Fashion and K-Beauty. K-Beauty that spreads in Indonesia are beauty products such as make-up and skincare. One of the well-known Korean skincare and has accepted a BPOM permit in Indonesia is COSRX. To market a product, a company needs an commercial star or brand ambassador. Kim Soo Hyun, a South Korean actor who was appointed as the brand ambassador of COSRX, should be able to influence Indonesian consumers to buy COSRX products. This study aims to determine the influence of Kim Soo Hyun as a brand ambassador and brand image on purchasing decisions for COSRX skincare products. The object of this research is students in Indonesia. The form of this research is descriptive research with a quantitative approach. This study uses multiple linear regression analysis, significance test with t test, coefficient of determination, and effective contribution. The results showed that there was a positive and significant influence between the brand ambassador variables, and brand image, on purchasing decisions.

Keywords: Brand Ambassador, Brand Image, Purchase Decision.