ABSTRAK

Pengaruh *Brand Image* Dear Me Beauty pada Media Sosial Instagram Terhadap Minat Beli Konsumen

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Perkembangan industri kecantikan di terus berkembang seiring dengan berkembangnya teknologi internet yang memudahkan proses komunikasi. Namun, kemudahan ini menimbulkan persaingan antar *brand* semakin ketat. Suatu *brand* perlu membentuk *brand image* yang baik sehingga dapat mempengaruhi minat beli konsumen terhadap produknya di antara banyaknya pilihan dari *brand-brand* lain. Salah satunya adalah Dear Me Beauty, *brand* kecantikan ini mampu menjangkau pengikut Instagram yang cukup besar dibandingkan *brand-brand* lokal pesaingnya. Penelitian ini bertujuan untuk mengetahui besaran pengaruh *brand image* Dear Me Beauty terhadap minat beli konsumen. Metode yang digunakan adalah kuantitatif dengan melakukan survey kepada 100 responden yang merupakan pengikut akun Instagram @dearmebeauty, pernah membeli produk Dear Me Beauty, dan sudah berusia 18 tahun. Hasil penelitian menunjukkan terdapat pengaruh positif yang signifikan dari *brand image* terhadap minat beli dibuktikan dengan t_{hitung} 9,449 > t_{tabel} 1,984, maka Ho ditolak dan Ha diterima. Adapun nilai koefisien determinasi sebesar 0,477 sehingga adanya pengaruh *brand image* Dear Me Beauty terhadap minat beli konsumen yaitu dengan nilai sebesar 47,7% sedangkan sisanya 52,3% dipengaruhi oleh faktor lain.

Kata Kunci: *Brand Image, Minat Beli, Instagram, Dear Me Beauty*

ABSTRACT

*THE INFLUENCE OF DEAR ME BEAUTY'S BRAND IMAGE AT
INSTAGRAM SOCIAL MEDIA ON CUSTOMER PURCHASE INTENTION*

By

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The development of the beauty industry continues to grow with the development of internet technology, which facilitates the communication process. However, this convenience is leading to increasingly fierce competition between brands. A brand needs to build a good brand image in order to influence consumers' interest in buying its products among the many choices of other brands. One of these is Dear Me Beauty, a beauty brand that has a significant Instagram following compared to its competitors' local brands. This study aims to determine the extent to which Dear Me Beauty's brand image influences consumers' purchase interest. The methodology used is quantitative, with a survey of 100 respondents who are followers of the @dearmebeauty Instagram account, have purchased Dear Me Beauty products, and are at least 18 years old. The results of the study showed that there was a significant positive influence of brand image on purchase interest, as evidenced by the t_{count} of 9,449 > t_{table} 0,984, then Ho is rejected and Ha is accepted. The value of the coefficient of determination is 0.477, so the influence of the brand image of Dear Me Beauty on the consumer's purchase intention is 47.7%, while the remaining 52.3% is influenced by other factors.

Keyword: *Brand Image, Purchase Intention, Instagram, Dear Me Beauty*