

ABSTRAK

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Pengaruh Gaya Hidup, Kualitas Produk, Citra Merek, dan *Beauty Vlogger* Terhadap Minat Beli Produk *Skincare* Merek Avoskin Serta Tinjauannya Menurut Sudut Pandang Islam

160 halaman + clx halaman + 19 tabel + 17 gambar dan 4 lampiran

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Gaya Hidup, Kualitas Produk, Citra Merek, dan *Beauty Vlogger* Terhadap Minat Beli Serta Tinjauannya Menurut Sudut Pandang Islam. Populasi dalam penelitian ini adalah pengguna *skincare* Avoskin di wilayah DKI Jakarta. Teknik pengambilan sampel yang digunakan adalah teknik *purposive sampling*. Jumlah responden pada penelitian ini sebanyak 110 orang. Data dikumpulkan menggunakan metode *survey* dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*.

Hasil penelitian menunjukkan bahwa: (1) gaya hidup berpengaruh positif dan signifikan terhadap minat beli (p-value: <0.001) (2) kualitas produk berpengaruh positif dan signifikan terhadap minat beli (p-value: <0.001) (3) citra merek tidak berpengaruh terhadap minat beli (p-value: 0.113 > 0.001) (4) *beauty vlogger* berpengaruh positif dan signifikan terhadap minat beli (p-value: <0.001).

Produk *skincare* merek Avoskin sejalan dengan syariat dan ketentuan Islam karena produk tersebut memiliki kualitas produk yang baik, dibuat dengan bahan-bahan yang halal, memiliki citra merek yang baik, dan *beauty vloggernya* menyampaikan informasi tentang *skincare* Avoskin secara valid, jelas, dan tidak ada unsur penipuan.

Kata Kunci : Gaya Hidup, Kualitas Produk, Citra Merek, *Beauty Vlogger*, Minat Beli, *PLS*

ABSTRACT

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The Influence of Lifestyle, Product Quality, Brand Image, and Beauty Vlogger on Buying Interest Avoskin Brand Skincare Products and Its Review from an Islamic Perspective

160 pages + clx pages + 19 tables + 17 pictures and 4 attachments

Abstrak

This study aims to determine the effect of Lifestyle, Product Quality, Brand Image, and Beauty Vlogger on Purchase Intention and Review According to the Islamic Perspective. The population in this study were Avoskin skincare users in the DKI Jakarta area. The sampling technique used is purposive sampling technique. The number of respondents in this study were 110 people. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.

The results showed that: (1) lifestyle has a positive and significant effect on buying interest (p-value: <0.001) (2) product quality has a positive and significant effect on buying interest (p-value: <0.001) (3) brand image no effect on buying interest (p-value: 0.113 > 0.001) (4) beauty vlogger has a positive and significant effect on buying interest (p-value: <0.001).

Avoskin brand skincare products are in line with Islamic shari'a and provisions because these products have good product quality, are made with halal ingredients, have a good brand image, and the beauty vlogger and the beauty vlogger conveys information about Avoskin skincare in a valid, clear, and there is no element of fraud.

Keywords : *Lifestyle, Product Quality, Brand Image, Beauty Vlogger, Buying Interest, PLS*