

**PENGARUH PEMASARAN SOSIAL MEDIA DAN *BRAND AMBASSADOR* TERHADAP
MINAT BELI PRODUK SCARLETT WHITENING MELALUI *E-COMMERCE*
SHOPEE**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pemasaran social media, *brand ambassador* dan minat beli, serta untuk mengetahui apakah terdapat pengaruh antara variabel pemasaran sosial media dan *brand ambassador* terhadap minat beli produk Scarlett Whitening melalui *e-commerce* Shopee. Metode penelitian yang digunakan yaitu metode deskriptif dan verifikatif dengan sampel penelitian 100 responden yang merupakan konsumen produk Scarlett Whitening. Metode analisis menggunakan analisis deskriptif, regresi linier berganda, koefisien korelasi, koefisien determinasi dan uji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh yang positif dan signifikan antara pemasaran sosial media dan *brand ambassador* terhadap minat beli produk Scarlett Whitening melalui *e-commerce* Shopee baik secara simultan maupun secara parsial. Dengan demikian dapat diartikan jika pemasaran sosial media dan *brand ambassador* ditingkatkan, maka minat beli produk Scarlett Whitening melalui *e-commerce* Shopee juga akan meningkat.

Kata kunci : pemasaran social media, *brand ambassador* dan minat beli

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND AMBASSADOR ON
INTEREST TO BUY SCARLETT WHITENING PRODUCTS THROUGH E-COMMERCE
SHOPEE**

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ABSTRACT

This study aims to determine social media marketing, brand ambassadors and purchase intention, and to determine whether there is an influence between social media marketing and brand ambassador variables on purchase intention of Scarlett Whitening products through Shopee e-commerce. The research method used is descriptive and verification methods with a research sample of 100 respondents who are consumers of Scarlett Whitening products. The analytical method uses descriptive analysis, multiple linear regression, correlation coefficient, coefficient of determination and hypothesis testing. The results of the study show that there is a positive and significant influence between social media marketing and brand ambassadors on the intention to buy Scarlett Whitening products through Shopee e-commerce both simultaneously and partially. Thus it can be interpreted that if social media marketing and brand ambassadors are increased, the interest in buying Scarlett Whitening products through Shopee e-commerce will also increase.

Keywords: social media marketing, brand ambassadors and buying interest