

Judul	Pengaruh <i>Korean Wave</i> , <i>Brand Ambassador</i> , dan <i>Brand Personality</i> Terhadap Keputusan Pembelian Produk Azarine Pada Santri Putri PP. Al-Ishlah
Dosen Pembimbing I	Edi Murdiyanto, S.H., M.M.
Dosen Pembimbing II	Rafikhein Novia Ayuanti, S.E., M.M.
Nama Mahasiswa	Nurul Fatimatuz Zohrokh
NPM	191130210511

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Korean Wave*, *Brand Ambassador*, dan *Brand Personality* terhadap keputusan pembelian produk skincare Azarine pada santri putri PP. Al-Ishlah serta menjawab pertanyaan mengenai pengaruh masing-masing variabel secara parsial maupun simultan terhadap keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian eksplanatori. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 120 santri putri PP. Al-Ishlah. Data dianalisis menggunakan analisis regresi linear berganda dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa secara parsial variabel *Korean Wave* berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi $0,013 < 0,05$ dan *Brand Personality* juga berpengaruh signifikan dengan nilai signifikansi $0,005 < 0,05$, sedangkan *Brand Ambassador* tidak berpengaruh signifikan dengan nilai signifikansi $0,107 > 0,05$. Secara simultan, *Korean Wave*, *Brand Ambassador*, dan *Brand Personality* berpengaruh signifikan terhadap keputusan pembelian dengan nilai signifikansi $0,000 < 0,05$. Nilai koefisien determinasi (R Square) sebesar 0,195 menunjukkan bahwa sebesar 19,5%

keputusan pembelian dapat dijelaskan oleh ketiga variabel penelitian, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil tersebut, dapat disimpulkan bahwa Korean Wave dan brand personality menjadi faktor yang lebih dominan dibandingkan brand ambassador dalam memengaruhi keputusan pembelian produk skincare Azarine pada santri putri PP. Al-Ishlah.

Kata Kunci: *Korean Wave, Brand Ambassador, Brand Personality, Keputusan Pembelian, Azarine Skincare*

<i>Research Tittle</i>	Pengaruh Korean Wave, Brand Ambassador, dan Brand Personality Terhadap Keputusan Pembelian Produk Azarine Pada Santri Putri PP. Al-Ishlah
<i>Advisor I</i>	Edi Murdiyanto, S.H., M.M.
<i>Advisor II</i>	Rafikhein Novia Ayuanti, S.E., M.M.
<i>Student Name</i>	Nurul Fatimatuz Zohrokh
<i>NPM</i>	191130210511

ABSTRACT

This study aims to analyze the influence of Korean Wave, Brand Ambassador, and Brand Personality on the purchasing decision of Azarine skincare products among female students of PP. Al-Ishlah and to answer questions regarding the influence of each variable partially or simultaneously on purchasing decisions. This study uses a quantitative approach with an explanatory research design. Data collection techniques were carried out by distributing questionnaires to 120 female students of PP. Al-Ishlah. Data were analyzed using multiple linear regression analysis with the help of the SPSS program. The results showed that partially the Korean Wave variable had a significant effect on purchasing decisions with a significance value of $0.013 < 0.05$ and Brand Personality also had a significant effect with a significance value of $0.005 < 0.05$, while Brand Ambassador had no significant effect with a significance value of $0.107 > 0.05$. Simultaneously, Korean Wave, Brand Ambassador, and Brand Personality had a significant effect on purchasing decisions with a significance value of $0.000 < 0.05$. The coefficient of determination (R Square) of 0.195 indicates that 19.5% of purchasing decisions can be explained by the three research variables, while the remainder is influenced by factors outside the study. Based on these results, it can be concluded that

the Korean Wave and brand personality are more dominant factors than brand ambassadors in influencing the purchasing decisions of Azarine skincare products among female students at PP. Al-Ishlah.

Keywords: *Korean Wave, Brand Ambassador, Brand Personality, Purchasing Decisions, Azarine Skincare*