

ABSTRAK

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Program Studi : Manajemen

Judul Skripsi : PENGARUH *BRAND AMBASSADOR* IDOL K-POP DINO SEVENTEEN, CITRA MEREK, DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN *SUNSCREEN* AZARINE DI KECAMATAN CIPAYUNG JAKARTA TIMUR

Industri *sunscreen* di Indonesia tumbuh pesat seiring meningkatnya kesadaran masyarakat akan perawatan kulit, dengan penjualan naik hingga 99% pada kuartal I 2024. Persaingan yang ketat mendorong merek seperti Azarine memperkuat strategi pemasaran melalui *brand ambassador*, citra merek, dan promosi untuk mempengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Ambassador* Dino Seventeen, Citra Merek, dan Promosi terhadap Keputusan Pembelian produk *sunscreen* Azarine pada konsumen di Kecamatan Cipayung, Jakarta Timur. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh dari sampel sebanyak 225 responden yang dipilih menggunakan teknik *purposive sampling* dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Square* (SEM-PLS) berbantuan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *brand ambassador* berpengaruh terhadap keputusan pembelian (*T-Statistics* 2,078; *P-Values* 0,038), Citra Merek berpengaruh terhadap keputusan pembelian (*T-Statistics* 4,528; *P-Values* 0,000) dan Promosi berpengaruh terhadap keputusan pembelian (*T-Statistics* 2,139; *P-Values* 0,029). Ketiga variabel terbukti berpengaruh positif dan signifikan terhadap Keputusan Pembelian, dengan model penelitian mampu menjelaskan 70,0% variasi keputusan pembelian konsumen. Temuan ini menunjukkan bahwa untuk mendorong pembelian produk *sunscreen* Azarine, perusahaan perlu memaksimalkan peran *brand ambassador*, memperkuat citra merek, dan menjalankan promosi secara efektif. Penelitian ini diharapkan menjadi bahan pertimbangan bagi perusahaan dalam menyusun strategi pemasaran yang lebih baik serta referensi bagi penelitian selanjutnya.

Kata Kunci: *Brand Ambassador*, Citra Merek, Promosi, Keputusan Pembelian, *Sunscreen* Azarine

Jakarta, 23 Juli 2026



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ABSTRACT

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Thesis Title : *THE INFLUENCE OF K-POP IDOL BRAND AMBASSADOR DINO SEVENTEEN, BRAND IMAGE, AND PROMOTION ON THE PURCHASE DECISION OF AZARINE SUNSCREEN IN CIPAYUNG DISTRICT, EAST JAKARTA*

The Indonesian sunscreen industry has grown rapidly amid increasing public awareness of skincare, with sales rising by up to 99% in the first quarter of 2024. Intense competition has driven brands such as Azarine to strengthen their marketing strategies through brand ambassadors, brand image, and promotion to influence consumer purchasing decisions. This study aims to analyze the influence of Brand Ambassador Dino Seventeen, Brand Image, and Promotion on the Purchase Decision of Azarine sunscreen products among consumers in Cipayung District, East Jakarta. The study employed a quantitative approach using primary data obtained from a sample of 225 respondents selected through purposive sampling technique, analyzed using Structural Equation Modeling-Partial Least Square (SEM-PLS) with the assistance of SmartPLS 3.0. The results show that Brand Ambassador has an effect on purchase decision (T-Statistics 2.078; P-Values 0.038), Brand Image has an effect on purchase decision (T-Statistics 4.528; P-Values 0.000), and Promotion has an effect on purchase decision (T-Statistics 2.139; P-Values 0.029). All three variables were found to have a positive and significant effect on Purchase Decision, with the research model able to explain 70.0% of the variation in consumer purchase decisions. These findings indicate that to encourage consumers to purchase Azarine sunscreen products, the company needs to maximize the role of brand ambassadors, strengthen brand image, and implement effective promotions. This study is expected to serve as a consideration for the company in developing better marketing strategies and as a reference for future research.

Keywords: *Brand Ambassador, Brand Image, Promotion, Purchase Decision, Sunscreen Azarine*

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