# ABSTRAK

**TIKA NUR RAHMADHANI, 2024** “Pengaruh *Beauty influencer,* Citra Merek Dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Produk Somethinc Skincare Di Perumahan Dasana Indah”. Di bawah bimbingan Sutia Budi, S.E., M.Si.

Tujuan penelitian ini adalah untuk menganalisis pengaruh *Beauty influencer*, Citra Merek dan Kualitas Produk terhadap Minat Beli konsumen pengguna Somethinc Skincare. Populasi penelitian ini ialah konsumen produk Somethinc skincare berdomisili di perumahan dasana indah pada wanita dan pria mulai dari usia 12- 27 tahun. Teknik pengambilan sampel adalah purposive sampling, diperoleh sebanyak 83 responden. Pengumpulan data menggunakan metode kuesioner online. Metode analisis yang digunakan adalah SPSS 25. Hasil penelitian menunjukkan bahwa yang paling berpengaruh adalah citra merek, dan kualitas produk. Sedangkan variabel yang berpengaruh paling rendah adalah *beauty influencer*. Dapat disimpulkan bahwa *beauty influencer*, citra merek, dan kualitas produk secara keseluruhan signifikan terhadap minat beli konsumen terhadap produk Somethinc Skincare di Perumahan Dasana Indah.

**Kata Kunci : *Beauty influencer*, Citra Merek, Kualitas Produk, Minat Beli**

# ABSTRAK

**TIKA NUR RAHMADHANI, 2024** ‘The Effect of *Beauty influencers,* Brand Image and Product Quality on Consumer Purchase Interest in Somethinc Skincare Products in Dasana Indah Housing’. Under the guidance of Sutia Budi, S.E., M.Si.

The purpose of this study was to analyse the effect of *Beauty influencers*, Brand Image and Product Quality on consumer buying interest in Somethinc Skincare users. The population of this study are consumers of Somethinc skincare products domiciled in the beautiful dasana housing in women and men ranging in age from 12 to 27 years. The sampling technique was purposive sampling, obtained as many as 83 respondents. Data collection using the online questionnaire method. The results showed that the most influential were brand image, and product quality. While the variable that has the lowest effect is *beauty influencer*. It can be concluded that *beauty influencers*, brand image, and product quality are overall significant to consumer buying interest in Somethinc Skincare products in Dasana Indah Housing.

**Keywords : *Beauty influencer*, Brand Image, Product Quality, Purchase**

**Intention**