

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Customer Review dan Influencer Endorsement terhadap Brand Image yang berdampak pada Minat Beli Viva Cosmetics dengan survey terhadap Gen-Z di Kota Bandung pada produk reusable bag. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dimana data penelitian yang digunakan dikumpulkan melalui penyebaran kuesioner dengan total sampel 100 responden. Instrumen penelitian diuji dengan uji validitas dan uji reliabilitas. Metode analisis data yang digunakan adalah path analysis, korelasi berganda serta koefisien determinasi. Hasil penelitian menunjukkan bahwa masing-masing variabel mendapatkan skor rata-rata dengan kategori kurang baik. Terdapat pengaruh positif dan signifikan antara Customer Review dan Influencer Endorsement terhadap Brand Image yang berdampak pada Minat Beli berpengaruh secara signifikan.

Kata Kunci : Customer Review, Influencer Endorsement, Brand Image, dan Minat Beli

ABSTRACT

This study aims to determine how much influence Customer Review and Influencer Endorsement have on Brand Image which has an impact on Buying Interest in VivaCosmetics with a survey of Gen-Z in Bandung City on reusable bag products. The research method used is descriptive and verification method where the research data used is collected through distributing questionnaires with a total sample of 100 respondents. The research instrument was tested with validity test and reliability test. The data analysis method used is path analysis, multiple correlations and the coefficient of determination. The results showed that each variable received an average score in the unfavorable category. There is a positive and significant influence between Customer Review and Influencer Endorsement on Brand Image which has an impact on Buying Interest has a significant effect.

Keywords Customer Review, Influencer Endorsement, Brand Image, dan Interested in buying.