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**PERAN MINAT BELI DALAM MEMEDIASI *DIGITAL MARKETING*, *BRAND AWARENESS*, *BRAND AMBASSADOR*, *ONLINE CUSTOMER REVIEW* DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN PENGGUNA SCARLETT WHITENING**

**ABSTRAK**

Penelitian ini berguna agar menganalisis dan menjelaskan dampak digital marketing serta citra merek pada minat kerja menjadi variabel intervening. Metode pengumpulan data dibuat lewat kuesioner untuk 100 responden konsumen Scarlett Whitening, melalui memakai teknik *non-probability sampling*. Analisis data dibuat melalui metode regresi linier berganda.

Hasil penelitian memaparkan adanya dampak baik yang signifikan dari variabel *digital marketing* pada minat beli, sedangkan variabel *brand awareness* juga berdampak baik serta signifikan pada minat beli. Variabel brand ambassador tidak memperlihatkan pengaruh yang signifikan terhadap minat beli, sementara variabel online customer review berdampak baik serta signifikan terhadap minat beli. Selain itu, variabel citra merek juga berdampak baik serta signifikan terhadap minat beli, serta variabel *digital marketing* dan citra merek berdampak baik serta signifikan terhadap keputusan pembelian. Namun, variabel minat beli tidak terbukti menjadi variabel intervening yang memediasi pengaruh digital marketing serta citra merek pada keputusan pembelian.

**Kata Kunci:** *digital marketing*, *brand awareness*, *brand ambassador*, *online customer review*, citra merek, minat beli, keputusan pembelian.

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**THE ROLE OF PURCHASE INTEREST IN MEDIATING DIGITAL  
MARKETING, BRAND AWARENESS, BRAND AMBASSADOR, ONLINE  
CUSTOMER REVIEWS AND BRAND IMAGE ON THE PURCHASE  
DECISIONS OF SCARLETT WHITENING USERS**

***ABSTRACT***

*This research aims to analyze and explain the impact of digital marketing and brand image on work interest as intervening variables. The data collection method was carried out through questionnaires to 100 Scarlett Whitening consumer respondents, using techniques of non-probability sampling. Data analysis was carried out using the multiple linear regression method.*

*The research results show that there is a significant positive influence of the variables digital marketing on buying interest, while variable brand awareness also has a positive and significant effect on buying interest. The brand ambassador variable does not show a significant influence on purchasing interest, while the online customer review variable has a positive and significant influence on purchasing interest. Apart from that, the brand image variable also has a positive and significant effect on purchasing interest, as well as variable digital marketing and brand image has a positive and significant effect on purchasing decisions. However, the purchase interest variable was not proven to be an intervening variable that mediates the influence of digital marketing and brand image on purchasing decisions.*

***Keywords:*** *digital marketing, brand awareness, brand ambassador, online customer review, brand image, purchase intention, purchase decision*