ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *social proof*, *influencer marketing*, dan *brand awareness* terhadap minat beli produk Skintific pada Generasi Z di Kabupaten Semarang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 124 responden yang dipilih dengan teknik *purposive sampling*. Uji validitas dan reliabilitas menunjukkan bahwa seluruh instrumen penelitian valid dan reliabel dengan nilai *Cronbach's Alpha* di atas 0,6. Uji normalitas, multikolinearitas, dan heterokedastisitas juga memenuhi asumsi klasik.Hasil analisis regresi linear berganda menunjukkan bahwa variabel *social proof* (X1), *influencer marketing* (X2), dan *brand awareness* (X3) berpengaruh positif dan signifikan terhadap minat beli (Y). Secara parsial, *social proof* berpengaruh signifikan dengan nilai sig. 0,001, *influencer marketing* dengan nilai sig. 0,000, dan *brand awareness* dengan nilai sig. 0,002. Secara simultan, ketiga variabel independen berpengaruh signifikan terhadap minat beli dengan nilai F sebesar 191,120 dan sig. 0,000. Nilai koefisien determinasi (R^2) sebesar 0,827 menunjukkan bahwa 82,7% variasi minat beli dapat dijelaskan oleh *social proof, influencer marketing,* dan *brand awareness*, sedangkan sisanya sebesar 17,3% dipengaruhi oleh variabel lain di luar penelitian ini.Dengan demikian, penelitian ini menegaskan bahwa semakin tinggi *social proof*, efektivitas *influencer marketing*, serta kesadaran merek konsumen, maka semakin besar pula minat beli produk Skintific pada Generasi Z di Kabupaten Semarang.

Kata kunci: *Social Proof, Influencer Marketing, Brand Awareness, Purchase Intention,* Skintific, Generasi Z, Kabupaten Semarang.

ABSTRACT

This study aims to analyze the influence of social proof, influencer marketing, and brand awareness on purchase intention of Skintific products among Generation Z in Semarang Regency. The research employed a quantitative approach using a survey method, with questionnaires distributed to 124 respondents selected through purposive sampling. Validity and reliability tests confirmed that all research instruments were valid and reliable with Cronbach's Alpha values above 0.6. Furthermore, the normality, multicollinearity, and heteroscedasticity tests met the classical assumption requirements.The results of multiple linear regression analysis indicate that social proof (X1), influencer marketing (X2), and brand awareness (X3) have a positive and significant effect on purchase intention (Y). Partially, social proof significantly influences purchase intention with a significance value of 0.001, influencer marketing with 0.000, and brand awareness with 0.002. Simultaneously, the three independent variables significantly affect purchase intention, with an F value of 191.120 and a significance level of 0.000. The coefficient of determination (R^2) of 0.827 shows that 82.7% of the variation in purchase intention can be explained by social proof, influencer marketing, and brand awareness, while the remaining 17.3% is influenced by other factors beyond this study.In conclusion, the findings highlight that higher levels of social proof, effective influencer marketing, and stronger brand awareness significantly increase Generation Z's purchase intention of Skintific products in Semarang Regency.

Keywords: Social Proof, Influencer Marketing, Brand Awareness, Purchase Intention, Skintific, Generation Z, Semarang Regency.