

ABSTRAK

Persaingan yang semakin ketat dalam industri kecantikan di Indonesia mendorong berbagai merek lokal untuk berinovasi dalam memasarkan produknya, termasuk Azarine. Azarine merupakan *brand skincare* lokal yang berhasil menarik perhatian konsumen melalui berbagai strategi pemasaran digital. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *digital marketing*, *influencer marketing*, dan *brand image* terhadap keputusan pembelian produk Azarine pada mahasiswa STIESIA di Surabaya.

Jenis penelitian yang digunakan adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah mahasiswa STIESIA Surabaya yang berasal dari generasi Gen Z dan milenial, yang pernah membeli produk Azarine. Teknik pengambilan sampel menggunakan *purposive sampling*, karena jumlah konsumen Azarine di STIESIA Surabaya tidak diketahui secara pasti. Pengumpulan data dilakukan melalui kuesioner sebanyak 100 responden, yang dihitung menggunakan rumus Lameshow. Teknik analisis data yang digunakan meliputi analisis regresi linier berganda, Uji F, koefisien determinasi dan Uji t dengan bantuan program SPSS (*Statistical Product and Service Solution*) Versi 27.

Hasil penelitian menunjukkan bahwa digital marketing berpengaruh signifikan dan positif terhadap keputusan pembelian produk Azarine. Brand image juga berpengaruh signifikan dan positif terhadap keputusan pembelian. Namun, *influencer marketing* tidak berpengaruh signifikan terhadap keputusan pembelian produk Azarine pada mahasiswa STIESIA Surabaya.

Kata Kunci: *Digital Marketing, Influencer Marketing, Brand Image, Keputusan Pembelian*

ABSTRACT

A very strong competition in the Indonesian beauty industry triggers various local brands to innovate in promoting their products, including Azarine. Azarine is a local skincare brand that successfully captured the consumers' attention through some digital marketing strategies. This research determines and analyzes the effect of digital marketing, influencer marketing, and brand image on the purchasing decisions of Azarine products for STIESIA Surabaya students.

The research applies quantitatively. Furthermore, the population consists of STIESIA Surabaya students who belong to the Z-generation and millennial and have bought Azarine products. The data collection technique used was purposive sampling, as an unknown number of Azarine consumers in STIESIA Surabaya. Moreover, the instrument in the data collection technique was a questionnaire. The questionnaires were distributed to 100 respondents as samples, with the Lameshow formula.

The data analysis technique indicates that digital marketing has a significant and positive effect on the purchasing decisions of Azarine products. Likewise, brand image has a significant and positive effect on the purchasing decisions of Azarine products. However, influencer marketing has an insignificant effect on the purchasing decisions of Azarine products for STIESIA Surabaya students.

Keywords: digital marketing, influencer marketing, brand image, and purchasing decisions.



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