

ABSTRAK

PENGARUH *SOCIAL ADVERTISING* DAN *INDIVIDUAL FACTORS* TERHADAP *CONSUMER BUYING BEHAVIOR* DENGAN DIMEDIASI OLEH *BRAND IMAGE*

(Survei pada Pelanggan Produk *Skincare* “*Somethinc*” di Daerah Istimewa
Yogyakarta)

GIANI PASHA KHAIRUNNISA

NIM. 141190048

Mahasiswa Program Studi Manajemen
Fakultas Ekonomi dan Bisnis UPN “Veteran” Yogyakarta
paskhagiani@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Advertising* dan *Individual Factors* terhadap *Consumer Buying Behavior* dengan dimediasi oleh *Brand Image* pada pelanggan produk *skincare* “*Somethinc*” di Daerah Istimewa Yogyakarta. Data yang digunakan dalam penelitian ini merupakan data primer yang dikumpulkan menggunakan kuesioner dengan skala likert 1-5 melalui *google form* dan diperoleh 100 sampel. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data meliputi analisis deskriptif dan analisis kuantitatif dengan metode PLS-SEM didukung *software* SmartPLS 4.0 Hasil penelitian ini membuktikan bahwa: 1) *Social advertising* tidak berpengaruh terhadap *consumer buying behavior*, 2) *Individual factors* berpengaruh positif terhadap *consumer buying behavior*, 3) *Brand image* berpengaruh positif terhadap *consumer buying behavior*, 4) *Social advertising* berpengaruh positif terhadap *brand image*, 5) *Individual factors* berpengaruh positif terhadap *brand image*, 6) *Social advertising* berpengaruh positif terhadap *consumer buying behavior* melalui *brand image*, 7) *Individual factors* berpengaruh positif terhadap *consumer buying behavior* melalui *brand image*.

Kata Kunci : *Social Advertising, Individual Factors, Brand Image, Consumer Buying Behavior*

ABSTRACT

THE EFFECT OF SOCIAL ADVERTISING AND INDIVIDUAL FACTORS ON CONSUMER BUYING BEHAVIOR MEDIATED BY BRAND IMAGE (SURVEY ON SKINCARE PRODUCTS CUSTOMERS "SOMETHINC" IN THE SPECIAL REGION OF YOGYAKARTA)

GIANI PASHA KHAIRUNNISA

NIM. 141190048

Student of Management

Faculty of Economics and Business UPN "Veteran" Yogyakarta

paskhagiani@gmail.com

This study aims to analyze the effect of Social Advertising and Individual Factors on Consumer Buying Behavior mediated by Brand Image on skincare products customers "Somethinc" in the Special Region of Yogyakarta. The data used in this study are primary data collected using a questionnaire with a Likert scale of 1-5 through Google Forms and obtained 100 sample. The sampling technique used is purposive sampling. Data analysis includes descriptive analysis and quantitative analysis with the PLS-SEM method supported by SmartPLS 4.0 software. The results of this study prove that: 1) Social advertising has no effect on consumer buying behavior, 2) Individual factors have a positive effect on consumer buying behavior, 3) Brand image has a positive effect on consumer buying behavior, 4) Social advertising has a positive effect on brand image, 5) Individual factors have a positive effect on brand image, 6) Social advertising has a positive effect on consumer buying behavior through brand image, 7) Individual factors have a positive effect on consumer buying behavior through brand image.

Keywords : Social Advertising, Individual Factors, Brand Image, Consumer Buying Behavior