

***THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA, BRAND
AMBASSADOR, BRAND IMAGE, AND GREEN MARKETING ON
PURCHASE INTENTION OF GARNIER MICELLAR WATER***

ABSTRACT

The business world is currently experiencing rapid growth and progress. One business that is currently on the rise is the cosmetics business. The skin care phenomenon has now become a lifestyle trend in society for both women and men, so this can be a potential market for the cosmetics industry. One company that continues to innovate its products is Garnier. Garnier, in carrying out its innovation, has launched a facial cleansing product known as micellar water. To survive & adapt to the intense competition in the skincare and cosmetics industry, especially in the current digital era, good management and marketing strategies are needed. The purpose of this study was to know and analyze the influence of social media Instagram, brand ambassadors, brand image, and green marketing on purchase intention of Garnier micellar water.

The method of analysis in this study uses primary quantitative data, the test phase carried out is validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, F test, t test, and the coefficient of determination. The data used in this study used a questionnaire instrument and valid data were collected by 150 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tool used is SPSS.

The results showed that the social media variables Instagram, brand ambassadors, brand image, and green marketing partially had a positive and significant effect on purchase intention. Variables of Instagram social media, brand ambassadors, brand image, and green marketing simultaneously have a positive and significant effect on purchase intention.

KeyWords: brand ambassador, brand image, green marketing, instagram social media, purchase intention

(xiii + 94 + Appendix)

References (2011 – 2023)