

ABSTRAK

Nama : Ulan Tari
Program Studi : Manajemen
Judul : Pengaruh Sensasional Iklan, *Celebrity Endorse*, *Affiliate Marketing*, dan Variasi Produk Terhadap Minat Beli Konsumen Pada Produk *Scarlett* (Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh)”

Penelitian ini bertujuan untuk mengetahui pengaruh Sensasional iklan, *Celebrity Endorse*, *Affiliate Marketing*, dan Variasi produk terhadap minat beli produk Skincare Scarlett pada Mahasiswa Fakultas ekonomi dan bisnis universitas Malikussaleh, Metode penelitian yang digunakan pada penelitian ini merupakan metode kuantitatif. Instrument dalam penelitian ini menggunakan uji validitas, uji reliabilitas, uji asumsi klasik yang digunakan yaitu uji normalitas, uji multikolinearitas dan uji heteroskedastisitas, uji determinasi (R²) dan uji hipotesis (t). Penelitian ini dilakukan pada Mahasiswa Fakultas ekonomi dan bisnis universitas Malikussaleh, Pada penelitian ini data yang digunakan merupakan data primer yang didapat dengan cara membagikan kuesioner kepada 100 responden. Teknik analisis data yang digunakan merupakan analisis regresi linear berganda dengan bantuan program SPSS 26.0. Hasil penelitian ini menunjukkan bahwa secara parsial, masing- masing variabel yaitu, Sensasional iklan berpengaruh signifikan terhadap minat beli, *Celebrity endorse* berpengaruh signifikan terhadap minat beli, *Affiliate Marketing* berpengaruh positif dan signifikan terhadap minat beli dan Variasi produk berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : Sensasional iklan, *Celebrity Endorse*, *Affiliate Marketing*, Variasi produk, Minat Beli

ABSTRACT

Name : Ulan Tari
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Title : *The influence of Sensational Advertising, Celebrity Endorsements, Affiliate Marketin, and Product Variations on consumer Buying interest in Scarlett products (case of Study of Students from the Faculty of Economics and Business, Malikussaleh University Lhokseumawe)*

This research aims to determine the influence of Sensational advertising, Celebrity Endorsement, Affiliate Marketing, and product variations on interest in purchasing Scarlett Skincare products among students at the Faculty of Economics and Business, Malikussaleh University. The research method used in this research is a quantitative method. The instruments in this research use validity tests, reliability tests, classic assumption tests used, namely normality tests, multicollinearity tests and heteroscedasticity tests, determination tests (R²) and hypothesis tests (t). This research was conducted on economics and business students at Malikussaleh University. In this research, the data used was primary data obtained by distributing questionnaires to 100 respondents. The data analysis technique used is multiple linear regression analysis with the help of the SPSS 26.0 program. The results of this research show that partially, each variable, namely, Sensational advertising has a significant effect on buying interest, Celebrity endorsement has a significant effect on buying interest, Affiliate Marketing has a positive and significant effect on buying interest and product variety has a positive and significant effect on buying interest.

Keywords : *Sensational advertising, Celebrity Endorsement, Affiliate Marketing, Product Variations, Buy Interest*