

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Korean Wave*, *Brand Ambassador*, dan *Electronic Word of Mouth* (E-WOM) terhadap minat beli produk azarine. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang melibatkan 100 responden sebagai sampel. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa *Korean Wave* tidak berpengaruh secara signifikan terhadap minat beli produk azarine, *Brand Ambassador* tidak berpengaruh secara signifikan terhadap minat beli produk azarine, dan *Electronic Word of Mouth* (E-WOM) berpengaruh secara positif dan signifikan terhadap minat beli produk azarine. Hasil penelitian ini membawa implikasi bagi penelitian selanjutnya untuk mengkaji lebih dalam mengenai *Korean Wave* dan *Brand Ambassador* sebagai variabel independen sehingga dapat menghasilkan pengaruh yang signifikan.

Kata Kunci: *Korean Wave*, *Brand Ambassador*, dan *Electronic Word of Mouth* (E-WOM), Minat beli.

ABSTRACT

This study aims to analyze the influence of *Korean Wave*, *Brand Ambassador*, and *Electronic Word of Mouth* (E-WOM) on purchase interest in azarine products. This study uses a quantitative approach with a survey method involving 100 respondents as a sample. Data were collected through a questionnaire and analyzed using multiple linear regression. The results of the study indicate that the *Korean Wave* does not have a significant effect on purchase interest in azarine products, *Brand Ambassador* does not have a significant effect on purchase interest in azarine products, and *Electronic Word of Mouth* (E-WOM) has a positive and significant effect on purchase interest in azarine products. The results of this study have implications for further research to examine more deeply the *Korean Wave* and *Brand Ambassador* as independent variables so that they can produce a significant effect.

Keywords: *Korean Wave*, *Brand Ambassador*, and *Electronic Word of Mouth* (E-WOM), Purchase Int