

INTISARI

Penelitian ini bertujuan untuk mengetahui *celebrity endorser* dan *brand image* mempunyai pengaruh terhadap keputusan pembelian yang dimediasi oleh minat beli. Populasi yang digunakan dalam penelitian ini adalah konsumen yang membeli produk di *3Second Clothing Store* Sidoarjo yang bertempat di lantai dasar Suncity Mall Sidoarjo. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah sampel yang diperoleh sebanyak 100 responden. Teknik analisa yang digunakan dalam penelitian ini adalah metode analisis jalur (*path analysis*).

Hasil pengujian menunjukkan bahwa *celebrity endorser* terbukti berpengaruh signifikan dan positif terhadap keputusan pembelian, sedangkan *brand image* tidak terbukti berpengaruh signifikan terhadap keputusan pembelian. *Celebrity endorser* terbukti berpengaruh signifikan dan positif terhadap minat beli, dan *brand image* juga terbukti berpengaruh signifikan dan positif terhadap minat beli. Minat beli berpengaruh signifikan dan positif terhadap keputusan pembelian. Hasil pengujian ini juga menunjukkan besaran pengaruh tidak langsung *celebrity endorser* dan *brand image* terhadap keputusan pembelian melalui minat beli lebih besar apabila dibandingkan dengan besaran pengaruh langsung *celebrity endorser* dan *brand image* terhadap keputusan pembelian.

Kata kunci: *celebrity endorser*, *brand image*, minat beli dan keputusan pembelian

ABSTRACT

The purpose of this research is to find out celebrity endorser and brand image has an influence to the purchasing decision which is mediated by buying interest. The population is all customers who purchase product at 3Second Clothing Store in Sidoarjo which is located at the ground floor of Suncity Mall Sidoarjo. The sample collection technique has been done by using purposive sampling and 100 respondents have been selected as samples. The path analysis method has been applied in this research as the analysis technique.

The result of the test shows that celebrity endorser has been proven to have positive and significant influence to the purchasing decision whereas brand image has not been proven to have positive and significant influence to the purchasing decision. Celebrity endorser has been proven to have positive and significant influence to the buying interest, and brand image has been proven to have positive and significant influence to the buying interest. Buying interest has positive and significant influence to the purchasing decision. The result of the test shows the magnitude of influence celebrity endorser and brand image to the purchasing decision through buying interest is larger than the magnitude of influence of celebrity endorser and brand image to the purchasing decision.

Keywords: *Celebrity Endorser, Brand Image, Buying Interest and Purchasing Decision*

