

ABSTRACT

Bandung City is a city that is famous for the potential of the creative industry, especially in the field of fashion, moreover the people who are thirsty to always look fashionable in their daily lives, to support those needs in Bandung itself, there are already many clothing outlets which have mushroomed, one of which is Mayoutfit. This study aims to determine the effect of price and celebrity endorser on purchasing decisions of Mayoutfit products (survey on Mayoutfit consumers at Gegerkalong Branch) simultaneously or partially. The number of respondents in this study were 95 people. The research method used is descriptive and verification methods. Testing research instruments using validity and reliability tests. Data analysis methods used are multiple linear regression analysis, multiple correlation analysis and coefficient of determination. The results of this study indicate that partially and simultaneously there is an influence between price and celebrity endorser on purchasing decisions. The magnitude of the effect of price and celebrity endorser on purchasing decisions simultaneously was 67.6% and the remaining 32.4% was influenced by other variables not examined such as product and location. Partially the magnitude of the effect of prices on purchasing decisions by 21.9% and the influence of celebrity endorsers on purchasing decisions by 45.7%, so it can be concluded that celebrity endorsers provide the greatest influence on purchasing decisions.

Keywords: Price, Celebrity Endorser, Purchase Decision