

Pengaruh *Celebrity Endorser* Dan *Brand Image* Terhadap Proses Keputusan
Pembelian
(Studi Pada Penggunaan Produk Kecantikan Merek Makeover Cabang Ciwalk
Bandung)

Diana (184010254)
Dr. H. Undang Juju, SE., M.Si.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Endorser* dan *Brand Image* terhadap Proses Keputusan Pembelian baik secara parsial maupun simultan pada Makeover Cosmetics Cabang Ciwalk Bandung. Metode penelitian yang digunakan adalah metode penelitian deskriptif dan verifikatif dengan jumlah sampel dalam penelitian ini adalah 91 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan penyebaran kuesioner. Metode analisis yang digunakan adalah regresi linier berganda, korelasi berganda, koefisien determinasi dan uji hipotesis.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif, dan signifikan antara *Celebrity Endorser* dan *Brand Image* terhadap Proses Keputusan Pembelian. Besarnya pengaruh *Celebrity Endorser* dan *Brand Image* terhadap Proses Keputusan Pembelian secara simultan sebesar 59,3% dan sisanya 59,3% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *Celebrity Endorser* terhadap Proses Keputusan Pembelian sebesar 22,9%, dan pengaruh *Brand Image* terhadap Proses Keputusan Pembelian sebesar 36,4% sehingga dapat disimpulkan bahwa *Celebrity Endorser* memberikan pengaruh paling besar terhadap Proses Keputusan Pembelian.

Kata Kunci: *Celebrity Endorser*, *Brand Image*, dan Proses Keputusan Pembelian

*The Influence Of Celebrity Endorser And Brand Image On The Purchase Decision Process
(Study On The Use Of Makeover Brand Beauty Products At Ciwalk Bandung Branch)*

Diana (184010254)

Dr. H. Undang Juju, SE., M.Si.

ABSTRACT

This study aims to determine the influence of Celebrity Endorser and Brand Image on the Purchase Decision Process either partially or simultaneously at Makeover Cosmetics Ciwalk Bandung Branch. The research method used is descriptive and verification research methods with a total sample of 91 respondents. Data collection techniques used were observation, interviews, and distributing questionnaires. The analytical method used is multiple linear regression, multiple correlation, coefficient of determination and hypothesis testing.

The results of the study show that there is a positive and significant influence between Celebrity Endorser and Brand Image on the Purchase Decision Process. The magnitude of the influence of Celebrity Endorser and Brand Image on the Purchasing Decision Process simultaneously is 59.3% and the remaining 59.3% is influenced by other variables not examined. Partially, the influence of Celebrity Endorsers on the Purchasing Decision Process is 22.9%, and the influence of Brand Image on the Purchasing Decision Process is 36.4% so it can be concluded that Celebrity Endorsers have the greatest influence on the Purchasing Decision Process.

Keywords: Celebrity Endorser, Brand Image, and Purchase Decision Process