

ABSTRAK

Penelitian ini dilatarbelakangi oleh harga *clothing* Skippers yang kurang terjangkau dan *celebrity endorser* yang kurang menarik hingga berdampak pada proses keputusan pembelian. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh harga dan *celebrity endorser* terhadap proses keputusan pembelian pada produk *clothing* Skippers Bandung (survei pada konsumen *clothing* Skippers Bandung) secara simultan maupun parsial. Jumlah sampel sebanyak 97 responden. Metode analisis data yang digunakan adalah regresi linear berganda, korelasi berganda dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara harga dan *celebrity endorser* terhadap proses keputusan pembelian. Besarnya pengaruh harga dan *celebrity endorser* secara simultan sebesar 78,6% dan besarnya pengaruh harga terhadap proses keputusan pembelian sebesar 51,6% dan pengaruh *celebrity endorser* terhadap proses keputusan pembelian sebesar 27% , sehingga dapat disimpulkan bahwa harga memberikan pengaruh paling besar terhadap proses keputusan pembelian.

Kata Kunci: Harga, *Celebrity Endorser*, dan Proses Keputusan Pembelian

ABSTRACT

This research was motivated by the lack of affordability of Skippers clothing and the lack of attractiveness of celebrity endorsers which had an impact on the purchasing decision process. This research aims to find out how much influence price and celebrity endorsers have on the purchasing decision process for Skippers Bandung clothing products (Skippers Bandung clothing consumer survey) simultaneously or partially. The total sample was 97 respondents. The data analysis method used is multiple linear regression, multiple correlation and coefficient of determination.

The research results show that there is a positive and significant influence between price and celebrity endorser on the purchasing decision process. The simultaneous influence of price and celebrity endorser is 78.6% and the influence of price on the purchasing decision process is 51.6% and the influence of celebrity endorsers on the purchasing decision process is 27%, so it can be concluded that price has the greatest influence on the decision process. purchase.

Keywords : Price, Celebrity Endorser, and Purchase Decision Process