ABSTRAK

Penelitian ini dilatarbelakangi oleh citra merek *clothing* James Boogie yang kurang terkenal dan *celebrity endorser* yang kurang menarik hingga berdampak pada proses keputusan pembelian. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh citra merek dan *celebrity endorser* terhadap proses keputusan pembelian pada produk *clothing* James Boogie (survei pada konsumen *clothing* James Boogie) 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 citra merek dan *celebrity endorser* terhadap proses keputusan pembelian. Besarnya pengaruh citra merek dan *celebrity endorser* secara simultan sebesar 57,7% dan besarnya pengaruh citra merek terhadap proses keputusan pembelian sebesar 12,8% dan pengaruh *celebrity endorser* terhadap proses keputusan pembelian sebesar 44,9% , sehingga dapat disimpulkan bahwa *celebrity endorser* memberikan pengaruh paling besar terhadap proses keputusan pembelian.

Kata Kunci: Citra Merek, *Celebrity Endorser*, dan Proses Keputusan Pembelian

ABSTRACT

This research is motivated by the image of the James Boogie clothing brand which is less well known and the less attractive celebrity endorser which has an impact on the purchasing decision process. This research aims to find out how much influence brand image and celebrity endorsers have on the purchasing decision process for James Boogie clothing products (survey of James Boogie clothing consumers) 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 brand image and celebrity endorsers on the purchasing decision process. The magnitude of the influence of brand image and celebrity endorsers simultaneously is 57.7% and the influence of brand image on the purchasing decision process is 12.8% and the influence of celebrity endorsers on the purchasing decision process is 44.9%, so it can be concluded that celebrity endorsers have an influence the biggest influence on the purchasing decision process.

Keywords: brand image, Celebrity Endorser, and Purchase Decision Process