

ABSTRAK

PENGARUH DIMENSI *CELEBRITY ENDORSER* TERHADAP KEPUTUSAN PEMBELIAN PRODUK PEMBERSIH WAJAH MEREK GARNIER *LIGHT COMPLETE SUPER FOAM*

(Studi pada Konsumen di Kota Bandar Lampung)

Oleh
Yunita Felani

Penelitian ini bertujuan untuk menjelaskan pengaruh dimensi *celebrity endorser* yakni *trustworthiness, expertise, attractiveness, respect, similarity* terhadap keputusan pembelian konsumen. Metode yang digunakan penelitian ini adalah metode analisis deskriptif verifikatif. Pretest menggunakan validitas dengan teknik analisis faktor *Kaiser-Meyer-Olkin Measure of Sampling Adequacy* (KMO MSA) dan reabilitas menggunakan koefisien *Croanbach's Alpa*. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden berdasarkan teknik *non probability sampling* dengan metode *purposive sampling* dan beberapa kriteria. Analisis data menggunakan regresi linier berganda dengan bantuan SPSS 22.0.

Hasil analisis menunjukkan secara keseluruhan dimensi variabel *celebrity endorser* yakni *trustworthiness, expertise, attractiveness, respect, similarity* berperan dalam variabel pengambilan keputusan pembelian sebesar 65% sisanya dipengaruhi variabel lain yang tidak diteliti. Berdasarkan hasil *standardized coefficients beta* nilai pengaruh terbesar pada variable daya tarik.

Kata kunci : ***celebrity endorsement, trustworthiness, expertise, attractiveness, respect, similarity, keputusan pembelian.***

ABSTRACT

THE INFLUENCE OF CELEBRITY ENDORSER DIMENSIONS ON CUSTOMERS PURCHASE DECISIONS ON PRODUCT OF GARNIER FACIAL CLEANSER - GARNIER LIGHT COMPLETE SUPER FOAM BRAND

(A Study on Consumers in Bandar Lampung City)

*By
Yunita Felani*

This research aims to describe the influence of celebrity endorser dimensions: trustworthiness, expertise, attractiveness, respect, and similarity on customers purchase decisions. The method used in this research were done through descriptive and verificative analysis. The pretest was done using the validity factor analysis of Kaiser-Mayer-Olkin Measure of Sampling Adequacy (KMO MSA) and the reability was calculated using Croanbach's Alpha coefficient. The data collection technique was done by distributing questionnaires to 100 respondents selected with non probability sampling technique and purposive sampling method with some predefined criteria. The data analysis was used multiple linear regression analysis with help SPSS 22.0.

The results of the calculated analysis showed that the dimensions of the celebrity endorser variables consisting of trustworthiness, expertise, attractiveness, respect and similarity play an important role in customers purchase decisions variable by 65% and the rest was influenced by other unspecified variables. Based on the result of the standardized beta coefficients, the value with the biggest influence was the variable of attractiveness.

*Keywords: **celebrity endorsement, trustworthiness, expertise, attractiveness, respect, similarity, purchase decisions.***