

ABSTRAK

PENGARUH *CELEBRITY ENDORSER*, *ELECTRONIC WORD OF MOUTH*, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN DENGAN MINAT BELI SEBAGAI VARIABEL PEMEDIASI (Studi Pada Pengguna Kosmetik di Bandar Lampung)

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Beragam produk dan layanan semakin berkembang pada era globalisasi saat ini sehingga mendorong produsen diharuskan memperkenalkan produk dan layanan dengan memperhatikan kebutuhan konsumen. Ditengah pesatnya perkembangan industri kecantikan, Wardah menjadi salah satu produk kosmetik yang hadir untuk memenuhi kebutuhan konsumen dengan komitmennya terhadap kualitas dan kepatuhan pada standar kehalalan. Penelitian ini bertujuan untuk menguji peran *purchase intention* sebagai variabel pemediasi pengaruh *Celebrity Endorser*, *Electronic Word of Mouth* dan *Brand Image* terhadap *Purchase Decision*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research*. Populasi pada penelitian ini adalah konsumen produk kosmetik Wardah yang berdomisili di Bandar Lampung. Pengambilan sampel menggunakan *purposive sampling* dengan kuesioner kepada 100 responden dengan menggunakan skala *likert*. Analisis data menggunakan model perhitungan *Structural Equation Modeling* (SEM) dengan bantuan *software SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa *brand image* berpengaruh terhadap *purchase intention* namun *celebrity endorser* dan *electronic word of mouth* tidak berpengaruh terhadap *purchase intention*. *Purchase Intention* sebagai variabel pemediasi memiliki pengaruh dan dapat memediasi variabel *Brand Image* terhadap *Purchase Decision* namun tidak dapat memediasi variabel *Celebrity Endorser* dan *Electronic Word of Mouth* terhadap *Purchase Decision*.

Kata Kunci: *Celebrity Endorser*, *Electronic Word of Mouth*, *Brand Image*, *Purchase Intention* dan *Purchase Decision*

ABSTRACT

THE INFLUENCE OF CELEBRITY ENDORSER, ELECTRONIC WORD OF MOUTH, AND BRAND IMAGE ON PURCHASE DECISION WITH PURCHASE INTENTION AS A MEDIATOR

(A Study on Cosmetic Users in Bandar Lampung)

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A variety of products and services are increasingly developing in the current era of globalization, thus encouraging manufacturers to be required to introduce products and services by paying attention to consumer needs. Amidst the rapid development of the beauty industry, Wardah is one of the cosmetic products that is present to meet consumer needs with its commitment to quality and compliance with halal standards. This study aims to test the role of purchase intention as a mediating variable in the influence of Celebrity Endorser, Electronic Word of Mouth and Brand Image on Purchase Decision. This study uses a quantitative approach with an explanatory research method. The population in this study were consumers of Wardah cosmetic products who live in Bandar Lampung. Sampling used purposive sampling with a questionnaire to 100 respondents using a Likert scale. Data analysis used the Structural Equation Modeling (SEM) calculation model with the help of SmartPLS 4.0 software. The results of the study show that brand image has an effect on purchase intention, but celebrity endorser and electronic word of mouth do not have an effect on purchase intention. Purchase Intention as a mediating variable has an effect and can mediate the Brand Image variable on Purchase Decision but cannot mediate the Celebrity Endorser and Electronic Word of Mouth variables on Purchase Decision.

Keyword: Celebrity Endorser, Electronic Word of Mouth, Brand Image, Purchase Intention and Purchase Decision