

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh promosi, *celebrity endorser* terhadap keputusan pembelian dengan citra merek sebagai variabel intervening pada *skincare ms glow* pada pelanggan MS Glow. Populasi dalam penelitian ini adalah pelanggan MS Glow yang berbelanja di *Homestore MS Glow Riyanny*. Sementara sampel yang diambil sebanyak 85 responden dengan menggunakan teknik kuantitatif. Metode pengumpulan data melalui survei dan penyebaran kuesioner kepada pelanggan MS Glow. Teknik analisa data yang digunakan adalah Analisis *Structural Equation Modeling* (SEM) dengan *Partial Least Square* (PLS). Kemudian hasil pengujian hipotesis menunjukkan bahwa variabel (1) Promosi berpengaruh positif dan signifikan terhadap citra merek pada *Homestore MS Glow Riyanny*. (2) *Celebrity Endorser* berpengaruh positif dan signifikan terhadap citra merek pada *Homestore MS Glow Riyanny*. (3) Promosi berpengaruh positif dan tidak signifikan terhadap keputusan pembelian pada *Homestore MS Glow Riyanny*. (4) *Celebrity Endorser* berpengaruh positif dan tidak signifikan terhadap keputusan pembelian pada *Homestore MS Glow Riyanny*. (5) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian pada *Homestore MS Glow Riyanny*. (6) Citra merek mampu memediasi promosi terhadap keputusan pembelian pada *Homestore MS Glow Riyanny*. (7) Citra merek mampu memediasi *Celebrity Endorser* terhadap keputusan pembelian pada *Homestore MS Glow Riyanny*. Berdasarkan hasil penelitian ini diharapkan *Homestore MS Glow Riyanny* dapat meningkatkan keputusan pembelian dengan cara meningkatkan promosi, *celebrity endorser* dan citra merek melalui masing-masing Indikator.

Kata Kunci : Promosi, *Celebrity Endorser*, Citra merek, dan Keputusan Pembelian.

ABSTRACT

His study aims to determine how much influence promotion, celebrity endorser has on purchasing decisions with brand image as an intervening variable in ms glow skincare for MS Glow customers. The population in this study are MS Glow customers who shop at the MS Glow Riyanny Homestore. While the samples taken were 85 respondents using quantitative techniques. The method of collecting data is through surveys and distributing questionnaires to MS Glow customers. The data analysis technique used is Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS). Then the results of hypothesis testing show that the variable (1) Promotion has a positive and significant effect on brand image at the MS Glow Riyanny Homestore. (2) Celebrity endorsers have a positive and significant effect on brand image at the MS Glow Riyanny Homestore. (3) Promotion has a positive and insignificant effect on purchasing decisions at the MS Glow Riyanny Homestore. (4) Celebrity endorsers have a positive and insignificant effect on purchasing decisions at the MS Glow Riyanny Homestore. (5) Brand image has a positive and significant effect on purchasing decisions at the MS Glow Riyanny Homestore. (6) Brand image is able to mediate the promotion of purchasing decisions at the MS Glow Riyanny Homestore. (7) Brand image is able to mediate Celebrity Endorser on purchasing decisions at the MS Glow Riyanny Homestore. Based on the results of this study, it is hoped that the MS Glow Riyanny Homestore can improve purchasing decisions by increasing promotions, celebrity endorsers and brand image through each indicator.

Keywords: Promotion, Celebrity Endorser, Brand Image, and Purchase Decision.