

ABSTRACT

This study aims to determine how much influence Celebrity Endorsement and Brand Image have on Purchasing Decisions through Purchase Interest as an Intervening Variable in Marina Products at Upi Manajemen 2020 Yptk Padang. The method used is the Structural Equation Model Partial Least (SEM-PLS), using SMART PLS 3.0 software. By distributing questionnaires as many as 88 respondents. The results of the data analysis concluded, there is a positive and significant influence between celebrity endorsements on buying interest. There is a positive and significant influence between brand image and buying interest. There are positive and insignificant influences between celebrity endorsements on purchasing decisions. There is a positive and significant influence between brand image on purchasing decisions. There is a positive and significant influence between buying interest and purchasing decisions. Buying interest can mediate celebrity endorsements on purchase decisions. Buying interest is able to mediate brand image on purchasing decisions on marina products at Upi Manajemen 2020 Yptk Padang.

Keywords: Celebrity Endorsement, Brand Image, Purchase Decision and Buying Interest.