

ABSTRAK

Anisa Tri Wahyuni 21101155310056. Manajemen (2025), “Pengaruh Daya Tarik Iklan, *Celebrity Endorser* Terhadap Minat Beli Melalui Citra Merek Produk Pada Pelanggan Tiktok Shop Sebagai Variabel Intervening”. Dibawah Bimbingan I Bapak Dr. Emil Salim, SE, MM Dan Pembimbing II Ibuk Silvia Sari,SE,MM.

Penelitian ini bertujuan untuk mengetahui seberapa besar pembahasan pengaruh pengaruh daya tarik iklan, *celebrity endorser* terhadap minat beli melalui citra merek produk pada pelanggan tiktok shop sebagai variabel intervening. Metode Dokumentasi dan jenis Data primer. Hasil penelitian Yang Didapatkan Berdasarkan Uji Parsial (Uji T) Diperoleh : Hasil penelitian ini yaitu (1) Terdapat pengaruh positif dan signifikan antara *Celebrity Endoerser* terhadap Citra Merek pada pelanggan TikTok Shop. (2) Terdapat pengaruh positif dan signifikan antara *Celebrity Endoerser* terhadap Citra Merek pada pelanggan TikTok Shop. (3) Terdapat pengaruh positif dan signifikan antara Citra Merek terhadap Minat Beli pada pelanggan TikTok Shop. (4) Tidak terdapat pengaruh yang positif dan signifikan antara Daya Tarik Iklan terhadap Citra Merek pada pelanggan TikTok Shop. (5) Terdapat pengaruh positif dan signifikan antara *Celebrity Endorser* terhadap Daya Tarik Iklan terhadap Minat Beli pada pelanggan TikTok Shop. (6) Tidak terdapat pengaruh positif dan sinifikan Citra Merek Melalui Minat Beli Sebagai Variabel Intervening pada pelanggan TikTok Shop. (7) Terdapat pengaruh positif dan signifikan antara Daya Tarik Iklan terhadap Citra Merek Melalui Minat Beli Sebagai Variabel Intervening pada pelanggan TikTok Shop.

Kata kunci: Daya Tarik Iklan, *Celebrity Endorser*, Minat Beli, Citra Merek

ABSTRACT

Anisa Tri Wahyuni 21101155310056. Management (2025), *"The Influence of Advertising Attraction, Celebrity Endorser on Purchase Interest Through Product Brand Image on Tiktok Shop Customers as an Intervening Variable"*. Under the guidance of I, Mr. Dr. Emil Salim, SE, MM and Supervisor II, Mrs. Silvia Sari, SE, MM.

This study aims to determine how much the discussion of the influence of advertising attraction, Celebrity Endorser on Purchase Interest through Product Brand Image on Tiktok Shop Customers as an Intervening Variable. Documentation method and type of primary data. The results of the study obtained based on the Partial Test (T Test) were obtained: The results of this study are (1) There is a positive and significant influence between Celebrity Endorser on Brand Image on tiktok Shop customers. (2) There is a positive and significant influence between Celebrity Endorser on Brand Image on TikTok Shop customers. (3) There is a positive and significant influence between Brand Image on Purchase Interest in TikTok Shop customers. (4) There is no positive and significant influence between Advertising Appeal on Brand Image in TikTok Shop customers. (5) There is a positive and significant influence between Celebrity Endorser on Advertising Appeal on Purchase Interest in TikTok Shop customers. (6) There is no positive and significant influence of Brand Image Through Purchase Interest as an Intervening Variable in TikTok Shop customers. (7) There is a positive and significant influence between Advertising Appeal on Brand Image Through Purchase Interest as an Intervening Variable in TikTok Shop customers.

Keywords: *Advertising Appeal, Celebrity Endorser, Purchase Interest, Brand Image*