

## ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Celebrity Endorser Dan Promosi Terhadap Keputusan Pembelian Pada Toko Belanja Online Di Tokopedia Dengan Brand Image Sebagai Variabel Intervening Di Kabupaten Merangin. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 100 responden. Metode analisis yang digunakan adalah metode analisis yang digunakan adalah analisis korelasi, regresi linear berganda dan analisis jalur (*path analysis*) menggunakan spss.

Hasil penelitian yang didapatkan berdasarkan uji hipotesis diperoleh terdapat pengaruh yang signifikan antara *Celebrity Endorser* terhadap *Brand Image*. Terdapat pengaruh yang signifikan antara Promosi terhadap *Brand Image*. Terdapat pengaruh yang signifikan antara *Celebrity Endorser* terhadap Keputusan Pembelian. Terdapat pengaruh yang signifikan antara Promosi terhadap Keputusan Pembelian. Terdapat pengaruh yang signifikan antara *Brand Image* terhadap Keputusan Pembelian. *Brand Image* tidak memediasi hubungan antara *Celebrity Endorser* terhadap Keputusan Pembelian. *Brand Image* tidak memediasi hubungan antara Promosi terhadap Keputusan Pembelian.

**Kata Kunci : *Celebrity Endorser*, Promosi, *Brand Image* dan Keputusan Pembelian.**

## **ABSTRACT**

*This study aims to examine how much influence Celebrity endorsers and promotions have on purchasing decisions at online shopping stores at Tokopedia with Brand Image as an Intervening Variable in Merangin Regency. The method of collecting data is through surveys and distributing questionnaires, with a sample of 100 respondents. The analytical method used is the analysis method used is correlation analysis, multiple linear regression and path analysis using SPSS.*

*The results obtained based on the hypothesis test obtained that there is a significant influence between Celebrity Endorser on Brand Image. There is a significant influence between Promotions on Brand Image. There is a significant influence between Celebrity Endorser on Purchase Decision. There is a significant influence between Promotions on Purchase Decisions. There is a significant influence between Brand Image on Purchase Decision. Brand Image does not mediate the relationship between Celebrity Endorser and Purchase Decision. Brand Image does not mediate the relationship between Promotion and Purchase Decision.*

***Keywords: Celebrity Endorser, Promotion, Brand Image, and buying decision***