

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Kualitas Produk, *Celebrity Endorse*, terhadap Minat Beli Konsumen *Skincare* Ms Glow dengan Kepercayaan Merek Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Ms Glow Mahasiswa Manajemen UPI “YPTK” Padang Angkatan 2018). Metode pengumpulan data melalui mengedarkan kuisisioner, dengan sampel 90 responden. Metode analisis yang digunakan yaitu analisis jalur menggunakan SPSS.

Hasil penelitian yang didapatkan berdasarkan uji persial (Uji t) diperoleh Kualitas Produk dan *Celebrity Endorse* berpengaruh signifikan terhadap minat beli konsumen. *Celebrity Endorse* berpengaruh positif dan signifikan terhadap Kepercayaan Merek. Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli Konsumen. *Celebrity Endorse* berpengaruh positif dan signifikan terhadap Minat Beli Konsumen. Kepercayaan Merek berpengaruh positif dan signifikan terhadap Minat Beli Konsumen. Kepercayaan Merek tidak memediasi Kualitas Produk terhadap Minat Beli Konsumen. Kepercayaan Merek tidak memediasi *Celebrity Endorse* terhadap Minat Beli Konsumen.

kontribusi dari variable Kualitas Produk dan *Celebrity Endorse* melalui Kepercayaan Merek 69,9% sedangkan sisanya sebesar 30,1% dipengaruhi variabel lain diluar penelitian ini.

Kata Kunci : Kualitas Produk, *Celebrity Endorse*, Kepercayaan Merek dan Minat Beli

ABSTRACT

This study aims to test how big the influence of Product Quality, Celebrity Endorse, on Consumer buying interest in Ms Glow skincare with brand trust as an interveing variabel (case study on Ms Glow custumes, UPI “YPTK” Students class of 2018. The method of data collection is throught distributing questionnaires, with a sample of 90 respondent. The analytical method used is path using SPSS.

The results obtained based on the partial test (t test) obtained that product Quality and Celebrity Endorse have a significant effect on consumer buyingg interest. Celebrity Endorse has a positive and significant effect on brand trust. Product Quality has a positive and significant effect on consumer buying interest. Celebrity Endorsemet has a positive and significant effect on consumer buying inteest. Brand trust has a positive and significant effect on consumer buying interest. Brand Trust doest not mediate Product Quality on consumer purchase interest. Brand Trust does not mediate Celebrity Endorsemet on consumer purchase intention.

The contribution of the Product Quality and Celebrity Endorsemen variables throught Brand Trust is 69.9% while the remaining 30.1 %is influenced by other of thist study.

Keywords : Product Quality, Celebrity Endorse, Brand Trust and Buying Interest