

## ABSTRAK

Muhammad Fauzi, 16101155310533, jurusan manajemen tahun 2016, Pengaruh *Celebrity Endorser* dan Harga terhadap Minat Beli *Smartphone* Samsung dengan Citra Merek sebagai Variabel Intervening, dibawah bimbingan Bapak Emil Salim, S.E., M.M dan Bapak Ramdani Bayu Putra, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh *Celebrity Endorser* dan Harga terhadap Minat Beli *Smartphone* Samsung melalui Citra Merek sebagai Variabel Intervening pada Mahasiswa Jurusan Manajemen Universitas Putra Indonesia “YPTK Padang. Metode yang digunakan adalah Structur Equation Modeling (SEM) dengan Partial Least Square (PLS) 3.0. Dengan mengedarkan kuesioner sebanyak 98 responden.

Hasil analisis data menyimpulkan, terdapat pengaruh positif yang signifikan antara variabel *Celebrity Endorser* terhadap variabel Minat Beli. Terdapat pengaruh positif dan tidak signifikan variabel Harga terhadap variabel Minat Beli. Terdapat pengaruh positif dan signifikan variabel *Celebrity Endorser* terhadap variabel Citra Merek. Terdapat pengaruh positif dan signifikan variabel Harga terhadap variabel Citra Merek. Terdapat pengaruh positif dan signifikan variabel Citra Merek terhadap variabel Minat Beli. Terdapat pengaruh positif dan signifikan variabel *Celebrity Endorser* terhadap variabel Minat Beli melalui variabel Citra Merek. Terdapat pengaruh positif dan signifikan variabel Harga terhadap variabel Minat Beli melalui variabel Citra Merek.

**Kata Kunci : *Celebrity Endorser*, Harga, Minat Beli dan Citra Merek**

## **ABSTRACT**

*Muhammad Fauzi, 16101155310533, majoring in management in 2016, The Influence of Celebrity Endorser and Price on Buying Interest on Samsung Smartphone with Brand Image as an Intervening Variable, under the guidance of Mr. Emil Salim, SE, MM and Mr. Ramdani Bayu Putra, SE, MM*

*This study aims to determine how much influence Celebrity Endorser and price have on buying interest in Samsung smartphones through brand image as an intervening variable for students of the management department of the University of Putra Indonesia "YPTK Padang. The method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3.0. By distributing questionnaires as many as 98 respondents.*

*The results of the data analysis concluded that there was a significant positive effect between the Celebrity Endorser variable on the Purchase Interest variable. There is a positive and insignificant effect of the price variable on the buying interest variable. There is a positive and significant influence of the Celebrity Endorser variable on the Brand Image variable. There is a positive and significant effect of the price variable on the brand image variable. There is a positive and significant influence of the Brand Image variable on the Purchase Intention variable. There is a positive and significant influence of the Celebrity Endorser variable on the Purchase Intention variable through the Brand Image variable. There is a positive and significant effect of the Price variable on the Buy Interest variable through the Brand Image variable.*

**Keywords: Celebrity Endorser, Price, Purchase Interest and Brand Image**