

## ABSTRAK

Sarah Irwinda, 17101155310656, jurusan manajemen tahun 2017, Pengaruh daya tarik iklan dan *celebrity endorser* terhadap minat beli dengan motivasi konsumen sebagai variabel intervenig, dibawah bimbingan Ibuk Dr. Zefriyenni, Ir, MM dan Bapak Vicky Brama Kumbara,SE,MM.

Penelitian ini bertujuan untuk mengetahui seberapa besar Pengaruh daya tarik iklan dan *celebrity endorser* terhadap minat beli dengan motivasi konsumen sebagai variabel intervenig pengguna Skincare MS.GLOW di Kota Solok. Metode yang digunakan adalah analisis regresi linear berganda dan analisis jalur menggunakan SPSS 21. Dengan mengedarkan kuesioner sebanyak 100 responden.

Hasil analisis data menyimpulkan, terdapat pengaruh positif yang signifikan antara variabel daya tarik iklan terhadap variabel motivasi konsumen. Terdapat pengaruh positif dan signifikan antara variabel *celebrity endorser* terhadap terhadap motivasi konsumen. Terdapat pengaruh positif yang tidak signifikan antara variabel daya tarik iklan terhadap variabel minat beli. Terdapat pengaruh positif yang signifikan antara variabel *celebrity endorser* terhadap variabel minat beli. Terdapat pengaruh positif yang signifikan antara variabel motivasi konsumen terhadap variabel minat beli. Terdapat pengaruh positif yang signifikan antara variabel daya tarik iklan terhadap minat beli melalui motivasi konsumen. Terdapat pengaruh positif yang signifikan antara variabel *celebrity endorser* terhadap minat beli melalui motivasi konsumen.

**Kata Kunci : Daya Tarik Iklan, *Celebrity Endorser*, Minat Beli, Motivasi Konsumen.**

## **ABSTRACT**

Sarah Irwinda, 17101155310656, *majoring in management in 2017, The effect of attractiveness of advertisements and celebrity endorsers on purchase intention with consumer motivation as an intervenig variable, under the guidance of Dr. Ibu Zefriyenni, Ir, MM and Mr. Vicky Brama Kumbara, SE, MM.*

*This study aims to determine how much influence the attractiveness of advertisements and celebrity endorsers on buying interest with consumer motivation as an intervenig variable for MS.GLOW Skincare users in Solok City. The method used is multiple linear regression analysis and path analysis using SPSS 21. By distributing a questionnaire of 100 respondents.*

*The results of data analysis concluded, there was a significant positive effect between the attractiveness of advertising on the variable of consumer motivation. There is a positive and significant influence between celebrity endorser variables on consumer motivation. There is an insignificant positive effect between the advertising attractiveness variable and the buying interest variable. There is a significant positive effect between the celebrity endorser variable on the buying interest variable. There is a significant positive effect between the variables of consumer motivation on the variable of buying interest. There is a significant positive effect between the attractiveness of advertising variables on buying interest through consumer motivation. There is a significant positive effect between the celebrity endorser variable on buying interest through consumer motivation.*

**Keywords: Advertising Appeal, Celebrity Endorser, Buying Interests, Consumer Motivation.**