

## **ABSTRAK**

### **PENGARUH *CELEBRITY ENDORSEMENT* DAN *BRAND IMAGE* TERHADAP *PURCHASE INTENTION* PRODUK *FASHION* DI MEDIA SOSIAL**

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Topik yang dibahas dalam penelitian ini adalah bagaimana pengaruh *celebrity endorsement* dan *brand image* terhadap *purchase intention* produk *fashion* di media sosial dan bagaimana peran *brand image* dalam memediasi pengaruh *celebrity endorsement* terhadap *purchase intention* produk *fashion* di media sosial. Jumlah responden sebanyak 140 responden dengan menggunakan teknik *purposive sampling*. Data diperoleh dengan menyebarkan kuesioner yang diukur dengan skala *likert* untuk mengetahui pengaruh langsung variabel *celebrity endorsement* terhadap *brand image*, variabel *celebrity endorsement* terhadap *purchase intention*, dan variabel *brand image* terhadap *purchase intention*. Penelitian ini juga disertai dengan uji *sobel* untuk mengetahui pengaruh tidak langsung variabel *brand image* dalam memediasi pengaruh *celebrity endorsement* terhadap *purchase intention*. Hasil penelitian ini menunjukkan bahwa *celebrity endorsement* berpengaruh positif signifikan terhadap *brand image*, *celebrity endorsement* berpengaruh positif signifikan terhadap *purchase intention*, *brand image* berpengaruh positif signifikan terhadap *purchase intention*, dan *brand image* memediasi pengaruh *celebrity endorsement* yang berdampak terhadap meningkatnya niat untuk membeli produk. Sehingga dapat disimpulkan bahwa *celebrity endorsement* dan *brand image* dapat mempengaruhi *purchase intention* produk *fashion* di media sosial.

**Kata kunci:** *celebrity endorsement, brand image, purchase intention.*

## **ABSTRACT**

*The Effect Of Celebrity Endorsement And Brand Image On Purchase Intention  
Of Fashion Products In Social Media*

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*Topics covered in this study is how the influence of celebrity endorsement and brand image on purchase intention fashion products in social media and how the role of brand image in mediating influence on purchase intention of celebrity endorsement fashion products in social media. Total respondents were 140 respondents using purposive sampling technique. Data obtained by distributing questionnaires that measured with Likert scale to determine the direct effect of variable celebrity endorsement of the brand image, variable celebrity endorsement on purchase intention and brand image of the variable purchase intention. This study also accompanied by Sobel test to determine the effect of indirect variable in mediating the effects of brand image on purchase intention of celebrity endorsement. The results of this study indicate that the celebrity endorsement significant positive effect on brand image, celebrity endorsement significant positive effect on purchase intention, brand image significant positive effect on purchase intention and brand image mediate the effect of celebrity endorsement that impact increased intention to buy the product. So it can be concluded that the celebrity endorsement and brand image can affect purchase intentions fashion products in social media.*

**Keywords:** *celebrity endorsement, brand image, purchase intention.*