

## **ABSTRACT**

*ACHMAD FAUZI ECTANOV, Influence of Celebrity Endorser and Prices on Decision to Purchase Oppo F Series Smartphone through Brand Image as Intervening Variable (Case Study in Karawaci, Tangerang). (supervised by Eka Bertuah)*

*Oppo F Series Smartphone, Celebrity Endorser and Prices for Decisions. Independent variables consist of. And the variable, the dependent variable. The number of samples used in this study were 130 respondents. Respondents of this study are consumers who have bought and used Oppo F Series smartphones, and seen advertisements for Oppo F Series smartphones starring Chelsea Islan, and consumers who have earned income. The analytical method used in this study is to use path analysis techniques (path analysis).*

*The results showed that Celebrity Endorser and Price had a positive and significant effect on Brand Image. Celebrity Endorser has a negative and insignificant effect on Purchase Decisions. While the Price and Brand Image have a positive and significant effect on Purchase Decisions. Celebrity Endorser has an indirect effect on Purchase Decisions through Brand Image, and Prices have an indirect effect on Purchase Decisions.*

***Keywords: Celebrity Endorser, Price, Brand Image, and Purchasing Decision.***