

ABSTRAKSI

RIZAL MUKHAROM, Pengaruh *Celebrity Endorser* dan Iklan terhadap Minat Beli melalui *Brand Image Smartphone* Oppo (Studi Kasus di Wilayah Kutabumi, Tangerang). (dibimbing oleh Lia Amalia)

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Endorser* (X1) dan Iklan (X2) terhadap Minat Beli (Y) melalui *Brand Image* (Z) pada produk *Smartphone* Oppo. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling*. Responden penelitian ini adalah masyarakat yang pernah membeli dan menggunakan produk *Smartphone* Oppo di wilayah Kutabumi, Tangerang. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur, dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa *Celebrity Endorser* berpengaruh terhadap *Brand Image*, Iklan berpengaruh terhadap *Brand Image*, *Celebrity Endorser* berpengaruh terhadap Minat Beli, Iklan berpengaruh terhadap Minat Beli, dan *Brand Image* berpengaruh terhadap Minat Beli. Selanjutnya *Celebrity Endorser* berpengaruh terhadap Minat Beli melalui *Brand Image* dan Iklan berpengaruh terhadap Minat Beli melalui *Brand Image*.

Kata Kunci: *Celebrity Endorser*, Iklan, *Brand Image*, dan Minat Beli

ABSTRACT

RIZAL MUKHAROM, *The influence of Celebrity Endorser and Advertisement toward the Buying Interest through the Brand Image on Smartphone Oppo (Case Study on Consumer Smartphone Oppo in Kutabumi, Tangerang). (Supervised by Lia Amalia).*

The objective of this study is to find out the influence of Celebrity Endorser and Advertisement toward the Buying Interest through the Brand Image on Smartphone Oppo product. The method used in this study was purposive sampling. The respondent in this study is the people who have bought and used Smartphone Oppo Kutabumi, Tangerang. This study was analyzed using factor analysis as a Validity test, Reliability, Path Analysis, and Determination.

The result of this study showed that Celebrity Endorser had an effect towards brand image, Advertisement had an effect towards brand image, Celebrity Endorser had an effect towards Buying Interest, Advertisement had an effect towards Buying Interest, and Brand Image had an effect towards Buying Interest on Smartphone Oppo product. And then Celebrity Endorser had an effect toward Buying Interest through the Brand Image and Advertisement had an effect toward Buying Interest through the Brand Image on Smartphone Oppo product.

Keywords: *Celebrity Endorser, Advertisement, Brand Image, Buying Interest.*