

ABSTRACT

Name : Toni Novriandi
Study Program : Management
Title : *Effects of Celebrity Endorser and Product Quality on Purchasing Decisions through Buying Interest in Smartphone Vivo in the Tangerang Region.*

The purpose of this study was to determine how the influence of celebrity endorser and product quality on purchasing decisions through buying interest Vivo smartphones in the Tangerang region. The research method used in the sampling was purposive sampling with a total sample of 130 respondents. Respondents of this study were buyers and users of Vivo smartphones in the Tangerang region. The data analysis techniques used in this study are Validity Test, Reliability Test, Path Analysis, t test and Determination Test.

The results showed that Celebrity Endorser influences Purchase Interest, Product Quality influences Purchase Interest, Celebrity Endorser influences Purchasing Decision, Product Quality influences Purchasing Decision, Buying Interest influences Purchasing Decision. Furthermore, the results of this research prove that Celebrity Endorser on Purchasing Decisions directly has a greater influence on the indirect influence of Celebrity Endorser on Buying Decisions through Purchase Interest. indirect effect of Product Quality on Purchasing Decisions through Purchase Interest has a greater value than the direct influence of Product Quality on Purchasing Decisions, it can be said that Purchase Interest can be an intervening variable between Product Quality on Purchasing Decisions.

Keywords : Celebrity Endorser, Product Quality, buying interest, purchasing decision