

ABSTRAK

Judul : Pengaruh *Electronic Word of Mouth* dan *Celebrity Endorser* Terhadap *Purchase Intention* Pada Shopee Melalui *Brand Image*.
Nama : Nurma Fitriyah
Program Studi : S-1 Manajemen

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Word of Mouth* dan *Celebrity Endorser* terhadap *Purchase Intention* pada Shopee melalui *Brand Image*. Variabel independen terdiri atas *Electronic Word of Mouth* dan *Celebrity Endorser*, variabel dependen adalah *Purchase Intention* dan variabel *intervening* adalah *Brand Image*. Penelitian ini dilakukan pada konsumen yang membuka dan mengunduh aplikasi Shopee, konsumen yang pernah melakukan pembelian minimum dua bulan secara rutin, dan konsumen yang melihat iklan dan mengetahui bahwa Didi Kempot menjadi *Celebrity Endorser* dari *e-commerce* Shopee. Sampel yang digunakan adalah sebanyak 210 responden dengan teknik pengambilan sampel yaitu *purposive sampling*. Jenis penelitian ini adalah asosiatif yang bersifat kausal dan metode yang digunakan dalam penelitian ini adalah Analisis Jalur (*Path Analysis*).

Hasil penelitian ini menunjukkan bahwa *Electronic Word of Mouth* dan *Celebrity Endorser* berpengaruh secara positif dan signifikan terhadap *Brand Image*. *Electronic Word of Mouth* dan *Brand Image* berpengaruh positif dan signifikan terhadap *Purchase Intention*, sedangkan *Celebrity Endorser* tidak berpengaruh secara positif dan signifikan terhadap *Purchase Intention*. *Brand Image* berhasil menjadi variabel *Intervening* bagi *Electronic Word of Mouth*.

Kata Kunci : *Electronic Word of Mouth*, *Celebrity Endorser*, *Brand Image*, *Purchase Intention* Shopee

ABSTRACT

Title : *The Effect of Electronic Word of Mouth and Celebrity Endorser on Purchase Intention on Shopee through Brand Image.*
Name : Nurma Fitriyah
Study Program : Management

This study aims to determine the effect of Electronic Word of Mouth and Celebrity Endorser on Purchase Intention on Shopee through Brand Image. The independent variable consists of Electronic Word of Mouth and Celebrity Endorser, the dependent variable is Purchase Intention and the intervening variable is Brand Image. This research was conducted on consumers who open and download the Shopee application, consumers who have made a minimum purchase of two months regularly, and consumers who see advertisements and know that Didi Kempot became Celebrity Endorser from Shopee e-commerce. The sample used was 210 respondents with a sampling technique that is purposive sampling. This type of research is causal associative and the method used in this study is Path Analysis.

The results of this study indicate that Electronic Word of Mouth and Celebrity Endorser have a positive and significant effect on Brand Image. Electronic Word of Mouth and Brand Image have a positive and significant effect on Purchase Intention, while Celebrity Endorser has no positive and significant effect on Purchase Intention. Brand Image has succeeded in becoming an Intervening variable for Electronic Word of Mouth.

Keywords: Electronic Word of Mouth, Celebrity Endorser, Brand Image, Purchase Intention Shopee