

ABSTRACT

Title : Effects of Shopping Lifestyle, Celebrity Endorser and Perceived Quality of Purchase Intention on Liptint Emina Users Through Brand Equity
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This study aims to determine the effect of Shopping Lifestyle, Celebrity Endorser and Perceived Quality on Purchase Intention on Liptint Emina Users through Brand Equity as an intervening variable. The sample data used in this study amounted to 250 respondents who were obtained through non-probability sampling techniques with purposive sampling, namely users of Liptint Emina products over 18 years located in West Jakarta, the questionnaire given using a Likert scale of 1 to 5 to avoid bias from respondent. The analytical method used in this study uses the Structural Equation Model or SEM method with data processing software, SmartPLS.

The results of this study indicate that Shopping Lifestyle has no significant effect on Brand Equity, while Celebrity Endorsement and Perceived Quality have a significant effect on Brand Equity. And Shopping Lifestyle and Perceived Quality have no significant effect on Purchase Intention, while Celebrity Endorsement has a significant effect on Purchase Intention. Brand Equity has become an intervening variable to Purchase Intention because it has a significant influence

Search key: Shopping Lifestyle, Celebrity Endorser, Perceived Quality, Purchase Intention, Brand Equity