

## ABSTRAK

ADE ANDRIANI, Pengaruh *Celebrity Endorser* Dan Iklan Terhadap Keputusan Pembelian *Hand and Body Lotion Citra* Melalui *Brand Image* di Wilayah Perumahan Villa Balaraja, Tangerang (dibimbing oleh Ari Anggarani).

Penelitian ini bertujuan untuk mengetahui pengaruh langsung *celebrity endorser* dan iklan terhadap *brand image Hand and Body Lotion Citra*. Pengaruh langsung *celebrity endorser*, iklan dan *brand image* terhadap keputusan pembelian *Hand and Body Lotion Citra*. Pengaruh tidak langsung *celebrity endorser* terhadap keputusan pembelian melalui *brand image Hand and Body Lotion Citra* dan pengaruh tidak langsung iklan terhadap keputusan pembelian melalui *brand image Hand and Body Lotion Citra*. Dalam penelitian ini variabel independen terdiri dari *celebrity endorser*, iklan dan *brand image*, sedangkan variabel dependen adalah keputusan pembelian.

Metode penelitian yang digunakan pada pengambilan sampel adalah metode *purposive sampling* dengan jumlah sampel yang diperlukan 150 responden yang berasal dari 30 pernyataan kuesioner. Responden penelitian ini adalah responden yang pernah membeli, menggunakan dan menonton iklan *Hand and Body Lotion Citra*. Metode analisis yang digunakan adalah analisis jalur.

Hasil penelitian menunjukkan bahwa *celebrity endorser* dan iklan berpengaruh langsung terhadap *brand image Hand and Body Lotion Citra*. *Celebrity endorser*, iklan dan *brand image* berpengaruh langsung terhadap keputusan pembelian *Hand and Body Lotion Citra*. *Celebrity endorser* berpengaruh tidak langsung terhadap keputusan pembelian melalui *brand image Hand and Body Lotion Citra* dan iklan berpengaruh tidak langsung terhadap keputusan pembelian melalui *brand image Hand and Body Lotion Citra*.

**Kata Kunci:** *Celebrity Endorser*, Iklan, *Brand Image* dan Keputusan Pembelian.

## ABSTRACT

ADE ANDRIANI, *Influence of Celebrity Endorser And Advertising on Purchasing Decisions Hand and Body Lotion Citra Through Brand Image Territory Housing Villa Balaraja, Tangerang (supervised by Ari Anggarani).*

*This study aims to determine the direct effect of celebrity endorser and advertising to brand image Hand and Body Lotion Citra. The direct effect of celebrity endorser, advertising and brand image on purchasing decisions Hand and Body Lotion Citra. Celebrity endorser indirect influence on purchasing decisions through brand image Hand and Body Lotion Citra and indirect influence of advertising on purchase decisions through brand image Hand and Body Lotion Citra. In this study, the independent variables are celebrity endorser, advertising and brand image, while the dependent variable is the purchase decision.*

*The method used in the sampling is purposive sampling method with the required sample size of 150 respondents from 30 statement questionnaire. Respondents are respondents who have bought, used and watch the ad Hand and Body Lotion Citra. The analytical method used is path analysis.*

*The results showed that the celebrity endorser and advertising directly influence brand image Hand and Body Lotion Citra. Celebrity endorser, advertising and brand image directly influence purchase decisions Hand and Body Lotion Citra. Celebrity endorser indirect effect on purchasing decisions through brand image Hand and Body Lotion image and advertising indirect effect on purchasing decisions through brand image Hand and Body Lotion Citra.*

**Keywords:** *Celebrity Endorser, Advertising, Brand Image and Purchase Decision.*