

ABSTRAKSI

ERICK SOMPIE, Analisis Pengaruh *Celebrity Endorser* dan Iklan terhadap Keputusan Pembelian melalui *Brand Image* Sepeda Motor Yamaha Mio (Studi Kasus di Wilayah Meruya, Jakarta Barat). (dibimbing oleh Eka Bertuah).

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Endorser* (X1) dan Iklan (X2) terhadap Keputusan Pembelian (Y) melalui *Brand Image* (Z) pada Sepeda Motor Yamaha Mio. Metode penelitian yang digunakan pada pengambilan sampel adalah metode *Purposive Sampling* dengan jumlah sampel sebanyak 100 responden. Responden penelitian ini adalah masyarakat yang pernah membeli, menggunakan dan pernah melihat iklan Valentino Rossi sebagai *celebrity endorser* Sepeda Motor Yamaha Mio di wilayah Meruya, Jakarta Barat. 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* tidak berpengaruh terhadap keputusan pembelian, iklan berpengaruh terhadap keputusan pembelian, dan *brand image* berpengaruh terhadap keputusan pembelian. Selanjutnya *celebrity endorser* berpengaruh terhadap keputusan pembelian melalui *brand image* dan iklan berpengaruh terhadap keputusan pembelian melalui *brand image*.

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

ABSTRACT

ERICK SOMPIE, *Analysis of the influence of celebrity endorser and advertisement toward the purchasing decision through the brand image on Yamaha Mio Motorcycle (Case Study in Meruya, West Jakarta). (Supervised by Eka Bertuah).*

The objective of this study is to find out the influence of celebrity endorser and advertisement toward the purchasing decision through the brand image on Yamaha Mio Motorcycle. The method used in this study was purposive sampling, the total of respondent are 100 respondent. The respondent in this study is the people who have bought, consumed, and seen the ads Valentino Rossi as a celebrity endorser Yamaha Mio Motorcycle in Meruya, West Jakarta. 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 hadn't an effect towards purchase decisions, advertisement had an effect towards purchase decisions, and brand image had an effect towards purchase decisions on Yamaha Mio Motorcycle. And then celebrity endorser had an effect toward purchasing decision through the brand image and advertisement had an effect toward purchasing decision through the brand image on Yamaha Mio Motorcycle.

Keywords: *Celebrity Endorser, Advertisement, Brand Image, Purchasing Decisions.*