

## ABSTRAK

### PENGARUH CELEBRITY ENDORSER, WORD OF MOUTH, DAN TAGLINE TERHADAP KEPUTUSAN PEMBELIAN MELALUI BRAND AWARENESS

Studi Kasus Pada Mahasiswa Universitas Sanata Dharma Pengguna Ponsel OPPO

Putri Megawati

Universitas Sanata Dharma

Yogtakarta, 2017

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser*, *word of mouth*, dan *tagline* terhadap keputusan pembelian melalui *brand awareness* pada mahasiswa Universitas Sanata Dharma pengguna ponsel OPPO. Populasi dalam penelitian ini adalah mahasiswa pengguna ponsel OPPO di Universitas Sanata Dharma kampus 1. Sampel dalam penelitian ini adalah sebanyak 100 responden. Pengambilan sampel menggunakan teknik *purposive sampling*. Teknik pengumpulan data dengan menggunakan kuesioner. Analisis data menggunakan teknik analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa *celebrity endorser* dan *tagline* berpengaruh terhadap keputusan pembelian melalui *brand awareness*. Hasil penelitian juga menunjukkan bahwa *word of mouth* tidak berpengaruh terhadap keputusan pembelian melalui *brand awareness*.

Kata kunci : *celebrity endorser*, *word of mouth*, *tagline*, *brand awareness*, keputusan pembelian

**ABSTRACT**

**THE INFULENCE OF CELEBRITY ENDORSER, WORD OF MOUTH,  
AND TAGLINE IN BUYING DECISION THROUGH BRAND  
AWARENESS**

A Case Study On OPPO Mobile Users at Sanata Dharma University

Putri Megawati  
Sanata Dharma University  
Yogyakarta, 2017

This research attempted to investigate the influence of celebrity endorser, word of mouth, and tagline in buying decision through brand awareness by the OPPO mobile users at Sanata Dharma University. The population of this research was Sanata Dharma University students with 100 respondents as the sample. Purposive sampling was adopted in this research. The questionnaire was used as the forms of data collection. The data was analyze using Partial Least Square (PLS). The result of this research showed that the celebrity endorser and tagline influenced the buying decision through brand awareness. The research also showed that word of mouth did not influence the buying decision through brand awareness.

Key word : celebrity endorser, word of mouth, tagline, brand awareness, buying decision