

ABSTRAK

**PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE
TERHADAP KEPUTUSAN PEMBELIAN**

(Studi pada Mahasiswa Universitas Sanata Dharma Yogyakarta
pengguna sabun mandi Lifebuoy)

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2018

Penelitian ini bertujuan untuk mengetahui (1) pengaruh secara bersama-sama *celebrity endorser* dan *brand image* terhadap keputusan pembelian Sabun Mandi Lifebuoy, (2) pengaruh positif secara parsial *celebrity endorser*, dan *brand image* terhadap keputusan pembelian Sabun Mandi Lifebuoy. Populasi dalam penelitian ini adalah Mahasiswa Universitas Sanata Dharma Yogyakarta yang pernah membeli dan menggunakan sabun mandi Lifebuoy. Responden dalam penelitian ini sebanyak 96 orang dan pengambilan sampel menggunakan teknik *purposive sampling*. Teknik analisis data menggunakan aplikasi SPSS *Statistics 21* dan *Microsoft Excel 2013*. Hasil penelitian ini menunjukkan bahwa (1) *Celebrity Endorser* dan *Brand Image* secara bersama-sama berpengaruh terhadap Keputusan Pembelian, (2) *Celebrity Endorser*, dan *Brand Image* secara parsial berpengaruh positif terhadap Keputusan Pembelian.

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

**THE INFLUENCE OF CELEBRITY ENDORSER AND BRAND IMAGE
TOWARDS PURCHASING DECISION**

A study on Students of Sanata Dharma University Yogyakarta
who used Lifebuoy Bath Soap

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This research aims to know (1) the influence of celebrity endorser and brand image of Lifebuoy bath soap towards the purchases, (2) the partial positive influence celebrity endorser and brand image against their decision to purchase Lifebuoy bath soap. The population in this research are studens of Sanata Dharma University Yogyakarta. The respondents in this study are as many as 96 people and the technique of taking sample is purposive sampling technique. The data analysis technique used in the research are SPSS Statistics 21 applications and Microsoft Excel 2013. The results of this study show that (1) Celebrity Endorser and Brand Image influenced the purchasing decisions, (2) Celebrity Endorser, and Brand Image partially had positive influence towards the purchasing decisions.

Keywords: Celebrity Endorser, Brand Image, and purchasing decisions