

Abstrak

PENGARUH IKLAN DENGAN SELEBRITAS PENDUKUNG, GETOK TULAR ELEKTRONIK DAN HARGA PAKET TERHADAP MINAT BELI DENGAN CITRA MEREK SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh iklan dengan selebritas pendukung, getok tular elektronik dan harga paket terhadap minat beli produk Kahf Facewash, (2) peran citra merek sebagai pemediasi iklan dengan selebritas pendukung, getok tular elektronik dan harga paket terhadap minat beli produk Kahf Facewash. Penelitian ini menggunakan metode kuantitatif. Populasi penelitian adalah seluruh calon konsumen Kahf Facewash. Pengambilan sampel menggunakan *non probability sampling* dengan teknik *purposive sampling*. Kuesioner dengan google form disebarikan kepada 200 responden yaitu calon konsumen Kahf Facewash. Berdasarkan tanggapan responden, peneliti menganalisis data dengan *Partial Least Square* melalui SmartPLS 3.0. Hasil penelitian mengungkapkan iklan dengan selebritas pendukung, getok tular elektronik dan harga paket berpengaruh secara positif terhadap minat beli produk Kahf Facewash. Selain itu, citra merek mampu memediasi pengaruh iklan dengan selebritas pendukung, getok tular elektronik dan harga paket terhadap minat beli. Penelitian ini memperluas penelitian mengenai strategi pemasaran melalui iklan khususnya iklan dengan selebritas pendukung pada produk Kahf Facewash.

Kata kunci: Iklan dengan Selebritas Pendukung, Getok Tular Elektronik, Harga Paket, Citra Merek, Minat Beli.

Abstract

***THE EFFECT OF ADVERTISING WITH CELEBRITY ENDORSEMENT,
ELECTRONIC WORD OF MOUTH AND BUNDLE PRICE
ON PURCHASE INTENTION THROUGH BRAND IMAGE
AS A MEDIATING VARIABLE***

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This study aims to determine: (1) the effect of advertising with celebrity endorsement, electronic word of mouth and bundle price on purchase intention Kahf Facewash products, (2) the role of brand image as a mediator of advertising with celebrity endorsement, electronic word of mouth and bundle price on purchase intention Kahf Facewash products. This research uses quantitative methods. The research population is all potential Kahf Facewash consumers. Non-probability sampling was utilized through a purposive sampling method and 200 potential Kahf Facewash consumers were surveyed using a questionnaire. The data obtained from the respondents was analyzed using Partial Least Square with SmartPLS 3.0. The findings of the research indicated that advertising with celebrity endorsement, electronic word of mouth, and bundle price positively influenced the purchase intention of Kahf Facewash products. Furthermore, the study revealed that brand image can mediate the impact of advertising on purchase intention. This research contributes to the understanding of marketing strategies, particularly those related to advertising with celebrity endorsement for Kahf Facewash products.

Keywords: Advertising with Celebrity Endorsement, Electronic Word of Mouth, Bundle Price, Brand Image, Purchase Intention.