

ABSTRAK

**PERAN BRAND IMAGE DALAM MEMEDIASI KUALITAS
PRODUK, DIGITAL MARKETING DAN CELEBRITY ENDORSER
TERHADAP MINAT BELI**

Studi pada Pelanggan produk Maternal Disaster
di Yogyakarta

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Penelitian ini bertujuan untuk menguji: 1) Pengaruh secara langsung kualitas produk terhadap minat beli produk Maternal Disaster. 2) Pengaruh secara langsung *digital marketing* terhadap minat beli produk Maternal Disaster. 3) Pengaruh secara langsung *celebrity endorser* terhadap minat beli produk Maternal Disaster. 4) Peran *rand image* dalam memediasi pengaruh kualitas produk terhadap minat beli produk Maternal Disaster. 5) Peran *brand image* dalam memediasi pengaruh *digital marketing* terhadap minat beli produk Maternal Disaster. 6) Peran *brand image* dalam memediasi pengaruh *celebrity endorser* terhadap minat beli produk Maternal Disaster. Penentuan sampel menggunakan teknik *purposive sampling* dengan kriteria konsumen yang sudah membeli produk Maternal Disaster minimal dua kali dan tinggal di Yogyakarta. Penelitian ini menggunakan sampel sebanyak 114 responden. Teknik pengumpulan data menggunakan kuesioner dengan *google form*. Teknik analisis data menggunakan *Partial Least Square* dengan software SmartPLS versi 3. Hasil penelitian ini menunjukkan bahwa: 1) Kualitas produk secara langsung berpengaruh terhadap minat beli produk Maternal Disaster. 2) *Digital marketing* secara langsung tidak berpengaruh terhadap minat beli produk Maternal Disaster. 3) *Celebrity endorser* secara langsung tidak berpengaruh terhadap minat beli produk Maternal Disaster. 4) *Brand image* memediasi secara parsial pengaruh kualitas produk terhadap minat beli produk Maternal Disaster. 5) *Brand image* tidak memediasi pengaruh *digital marketing* terhadap minat beli produk Maternal Disaster. 6) *Brand image* tidak memediasi pengaruh *celebrity endorser* terhadap minat beli produk Maternal Disaster.

Kata Kunci: kualitas produk, *digital marketing*, *celebrity endorser*, *brand image*, minat beli.

ABSTRACT

**THE ROLE OF BRAND IMAGE IN MEDIATING QUALITY
PRODUCTS, DIGITAL MARKETING AND CELEBRITY ENDORSER
ON BUYING INTEREST**

**Study on Customers of Maternal Disaster Products
in Yogyakarta**

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This research aims to test: 1) The direct influence of product quality on buying interest in Maternal Disaster products. 2) The direct influence of digital marketing on interest in purchasing Maternal Disaster products. 3) Direct influence of celebrity endorsers on interest in purchasing Maternal Disaster products. 4) The role of brand image in mediating the influence of product quality on interest in purchasing Maternal Disaster products. 5) The role of brand image in mediating the influence of digital marketing on interest in purchasing Maternal Disaster products. 6) The role of brand image in mediating the influence of celebrity endorsers on interest in purchasing Maternal Disaster products. The sample was determined using a purposive sampling technique with the criteria of consumers who had purchased Maternal Disaster products at least twice and lived in Yogyakarta. This research used a sample of 114 respondents. The data collection technique uses a questionnaire with Google Form. The data analysis technique uses Partial Least Square with SmartPLS version 3 software. The results of this research show that: 1) Product quality directly influences interest in purchasing Maternal Disaster products. 2) Digital marketing has no direct effect on interest in purchasing Maternal Disaster products. 3) Celebrity endorsers do not directly influence interest in purchasing Maternal Disaster products. 4) Brand image partially mediates the influence of product quality on interest in purchasing Maternal Disaster products. 5) Brand image does not mediate the influence of digital marketing on interest in purchasing Maternal Disaster products. 6) Brand image does not mediate the influence of celebrity endorsers on interest in purchasing Maternal Disaster products.

Keywords: product quality, digital marketing, celebrity endorser, brand image, purchase interest.