

ABSTRAK

**PENGARUH CELEBRITY ENDORSER, ELECTRONIC WORD
OF MOUTH, DAN BRAND IMAGE TERHADAP
KEPUTUSAN PEMBELIAN PRODUK ERIGO**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *celebrity endorser*, *electronic word of mouth*, dan *brand image* secara simultan terhadap keputusan pembelian produk Erigo, 2) pengaruh *celebrity endorser* terhadap keputusan pembelian produk Erigo, 3) pengaruh *electronic word of mouth* terhadap keputusan pembelian produk Erigo, dan 4) pengaruh *brand image* terhadap keputusan pembelian produk Erigo. Teknik pengambilan sampel menggunakan *non probability sampling* dengan metode *purposive sampling*. Data diperoleh melalui penyebaran kuesioner dengan menggunakan *google form* kepada 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, dan analisis regresi linear berganda dengan menggunakan program IBM SPSS versi 26. Hasil penelitian menunjukkan bahwa: 1) *celebrity endorser*, *electronic word of mouth*, dan *brand image* secara simultan berpengaruh terhadap keputusan pembelian produk Erigo, 2) *celebrity endorser* berpengaruh terhadap keputusan pembelian produk Erigo, 3) *electronic word of mouth* berpengaruh terhadap keputusan pembelian produk Erigo, dan 4) *brand image* berpengaruh terhadap keputusan pembelian produk Erigo.

Kata Kunci: *Celebrity Endorser*, *Electronic Word Of Mouth*, *Brand Image*, Keputusan Pembelian.

ABSTRACT

**THE INFLUENCE OF CELEBRITY ENDORSER, ELECTRONIC WORD
OF MOUTH, AND BRAND IMAGE ON PURCHASE DECISIONS OF
ERIGO PRODUCTS**

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This research aims to determine: (1) the simultaneous effect of celebrity endorsers, electronic word of mouth, and brand image on the purchase decisions of Erigo products, (2) the effect of celebrity endorsers on the purchase decisions of Erigo products, (3) the effect of electronic word of mouth on the purchase decisions of Erigo products, and (4) the effect of brand image on the purchase decisions of Erigo products. The sampling technique employed is non-probability sampling using purposive sampling method. Data is collected through the distribution of questionnaires using Google Forms to 100 respondents. The data analysis techniques used in this study are descriptive analysis, classical assumption testing, and multiple linear regression analysis using IBM SPSS version 26. The research results indicate that: 1) celebrity endorsers, electronic word of mouth, and brand image simultaneously influence the purchase decisions of Erigo products, 2) celebrity endorsers impact the purchase decisions of Erigo products, 3) electronic word of mouth influences the purchase decisions of Erigo products, and 4) brand image affects the purchase decisions of Erigo products.

Keywords: Celebrity Endorser, Electronic Word Of Mouth, Brand Image, Purchase Decision.