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**PENGARUH *CELEBRITY ENDORSER* DAN *BRAND IMAGE*
TERHADAP *PURCHASE INTENTION***

(Survei pada *Followers* Instagram *Something* di Indonesia)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



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2024**

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(Survei Pada *Followers Instagram Somethinc* Di Indonesia)**

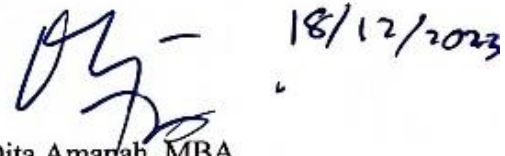
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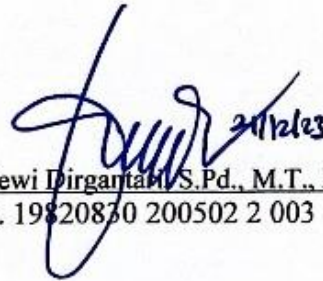


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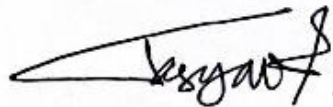
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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh Celebrity Endorser dan Brand Image terhadap Purchase Intention (Survei pada Followers Instagram Somethinc Di Indonesia)**” beserta seluruh isinya adalah benar benar karya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

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Yang membuat pernyataan



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**PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP PURCHASE INTENTION
(SURVEI PADA FOLLOWERS INSTAGRAM SOMETHINC DI INDONESIA)**

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ABSTRAK

Tasya Ramadhanty (1900133), Pengaruh *Celebrity Endorser* dan *Brand Image* terhadap *Purchase Intention* (Survei pada *Followers Instagram Somethinc* di Indonesia)”. Di bawah bimbingan Drs. Girang Razati, M.Si. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Endorser* dan *Brand Image* terhadap *Purchase Intention* (Survei pada *Followers Instagram Somethinc* Di Indonesia). Jenis penelitian yang digunakan yaitu deskriptif dan verifikatif. Variabel pada penelitian ini yaitu *Celebrity Endorser*, *Brand Image*, dan *Purchase Intention*. Sampel penelitian diambil menggunakan metode *simple random sampling* dengan jumlah responden sebanyak 415 responden. Instrumen penelitian diuji menggunakan uji validitas dan reliabilitas. Teknik analisis yang diterapkan yaitu analisis regresi linier berganda dengan bantuan perangkat lunak SPSS 27.0 *for windows*. Hasil temuan menunjukkan bahwa gambaran pengaruh *Celebrity Endorser* dan *Brand Image* terhadap *Purchase Intention* pada *Followers Instagram Somethinc* di Indonesia berada pada kategori tinggi. Secara parsial *Celebrity Endorser* memiliki pengaruh positif dan signifikan terhadap *Purchase Intention*, secara parsial *Brand Image* memiliki pengaruh positif dan signifikan terhadap *Purchase Intention* dan secara simultan *Celebrity Endorser* dan *Brand Image* memiliki pengaruh positif dan signifikan terhadap *Purchase Intention*.

Kata Kunci: *Celebrity Endorser, Brand Image, Purchase Intention*

ABSTRACT

Tasya Ramadhanty (1900133), “The Influence of Celebrity Endorser and Brand Image on purchase intention (Survey Of Somethinc Instagram Followers In Indonesia)”. Under the guidance of Drs. Girang Razati, M.Si. and Dr. Dita Amanah, MBA.

This research aims to determine The Influence of Celebrity Endorser and Brand Image on purchase intention (Survey Of Somethinc Instagram Followers In Indonesia). The type of research used is descriptive and verification. The variables in this research are Celebrity Endorser, Brand Image, and Purchase Intention. The research sample was taken using the simple random sampling method with a total of 415 respondents. The research instrument was tested using validity and reliability tests. The analysis technique applied is multiple linear regression analysis with the help of SPSS 27.0 for Windows software. The findings in this study indicate that the description of celebrity endorser and brand image on purchase intention Somethinc Instagram followers in Indonesia is in the high category. Celebrity Endorser partially has a positive and significant effect on purchase intention, brand image partially has a positive and significant effect on purchase intention, simultaneously Celebrity Endorser and Brand Image have a positive and significant effect on Purchase Intention.

Keywords: Celebrity Endorser, Brand Image, Purchase Intention

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