

ABSTRAK

Fakultas Ekonomi dan Bisnis
Program Studi S-1 Manajemen
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Thalia Fadyas Salsabilla
1202018264

Pengaruh Promosi Penjualan dan *Celebrity Endorser* Terhadap Perilaku *Impulse Buying* Pada Situs Marketplace Shopee Saat Pandemi Covid-19 Dengan *Brand Image* Sebagai Mediator Serta Tinjauannya Dalam Perspektif Islam (Studi Pada Pengguna Marketplace Shopee di Jabodetabek)

105 halaman + xv halaman + 17 tabel + 4 gambar dan 7 lampiran

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh promosi penjualan dan *celebrity endorser* terhadap perilaku *impulse buying* yang dimediasi oleh *brand image*. Teknik pengambilan yang digunakan yaitu Teknik *Non-Probability Sampling* dengan cara *Sampling Purposive*. Data dikumpulkan menggunakan metode survei dengan jumlah responden sebanyak 136 orang pengguna Shopee. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling* (PLS-SEM). Hasil penelitian ini menunjukkan bahwa: promosi penjualan berpengaruh positif dan signifikan terhadap *impulse buying*, promosi penjualan berpengaruh positif dan signifikan terhadap *brand image*, *celebrity endorser* berpengaruh positif dan signifikan terhadap *impulse buying*, *celebrity endorser* berpengaruh positif dan signifikan terhadap *brand image*, *brand image* berpengaruh positif dan signifikan terhadap *impulse buying*, *brand image* tidak memediasi pengaruh promosi penjualan terhadap *impulse buying*, *brand image* memediasi pengaruh *celebrity endorser* terhadap *impulse buying*. Menurut pandangan Islam, promosi penjualan, *celebrity endorser* serta *brand image* pada Shopee sudah sesuai dengan prinsip-prinsip syariah Islam. Sedangkan untuk pembelian impulsif, didalam Islam sangat tidak dianjurkan untuk melakukan pemborosan, hendaknya ketika membeli suatu produk itu secara wajar dan tidak berlebihan

Kata Kunci: Promosi Penjualan, *Celebrity Endorser*, *Impulse Buying*, *Brand Image*, Islam

ABSTRACT

*Faculty of Economy and Business
Study Program S-1 Management
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**Thalia Fadyas Salsabilla
1202018264**

The Influence of Sales Promotion and Celebrity Endorsers on Impulse Buying Behavior on the Shopee Marketplace Site During the Covid-19 Pandemic With Brand Image As Mediator and Its Review From an Islamic Perspective (Study on Shopee Marketplace Users in Jabodetabek)

105 pages + xv pages + 17 tables + 4 pictures and 7 attachments

Abstract

This study aims to analyze the effect of sales promotion and celebrity endorser on impulse buying behavior mediated by brand image. The sampling technique used is the Non-Probability Sampling technique by means of Purposive Sampling. Data was collected using a survey method with a total of 136 Shopee users as respondents. The data analysis method used is Partial Least Square Structural Equation Modeling (PLS-SEM) analysis. The results of this study indicate that: sales promotions have a positive and significant effect on impulse buying, sales promotions have a positive and significant effect on brand image, celebrity endorsers have a positive and significant effect on impulse buying, celebrity endorsers have a positive and significant effect on brand image, brand image has a positive effect and significant to impulse buying, brand image does not mediate the effect of sales promotion on impulse buying, brand image mediates the effect of celebrity endorser on impulse buying. According to the Islamic view, sales promotion, celebrity endorser and brand image on Shopee are in accordance with Islamic sharia principles. As for impulse buying, in Islam it is not recommended to waste, should when buying a product it is reasonable and not excessive

Keywords: Sales Promotion, Celebrity Endorser, Impulse Buying, Brand Image, Islam