

ABSTRAK

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Pengaruh Dukungan Selebriti Dan Kualitas Produk Terhadap Minat Beli Melalui Citra Merek Sebagai Variabel Mediasi Pada Sepatu Nike Serta Tinjauannya Dalam Perspektif Islam
122 halaman + CXXII halaman + 18 tabel + 4 gambar + 3 lampiran

Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh dukungan selebriti dan kualitas produk terhadap minat beli dengan citra merek sebagai variabel mediasi. Penelitian ini menggunakan *explanatory research*. Populasi penelitian ini adalah calon konsumen atau orang yang belum pernah membeli sepatu Nike dengan jumlah responden sebanyak 117. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling* (PLS-SEM) dengan program komputer Warp-PLS. Hasil penelitian menunjukkan bahwa: (1) tidak ada pengaruh antara variabel dukungan selebriti terhadap citra merek, (2) dukungan selebriti berpengaruh positif dan signifikan terhadap minat beli, (3) kualitas produk berpengaruh positif dan signifikan terhadap citra merek, (4) kualitas produk berpengaruh positif dan signifikan terhadap minat beli, (5) citra merek berpengaruh positif dan signifikan terhadap minat beli, (6) citra merek tidak memediasi pengaruh dukungan selebriti terhadap minat beli, dan (7) citra merek memediasi pengaruh kualitas produk terhadap minat beli.

Kata Kunci: Dukungan Selebriti, Kualitas Produk, Citra Merek, dan Minat Beli

ABSTRACT

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The Effect of Celebrity Endorsement and Product Quality on Purchase Intention through Brand Image as an Intervening Variable in Nike Shoes and Its Review from an Islamic Perspective

122 pages + CXXII pages + 18 tables + 4 pictures + 3 attachments

Abstract

This research was conducted with the aim of testing the effect of celebrity endorsement and product quality on purchase intention with brand image as a mediating variable. This research uses explanatory research. The population of this study is prospective consumers or people who have never bought Nike shoes with a total of 117 respondents. The data were collected using a survey method with a questionnaire instrument. Data analysis used Partial Least Square Structural Equation Modeling (PLS-SEM) method with Warp-PLS computer program. The results showed that: (1) there was no influence between celebrity endorsement on brand image, (2) celebrity endorsement had a positive and significant effect on purchase intention, (3) product quality had a positive and significant effect on brand image, (4) product quality had a positive and significant effect on purchase intention, (5) brand image has a positive and significant effect on purchase intention, (6) brand image not mediating the effect of celebrity endorsement on purchase intention, and (7) brand image mediating the effect of product quality on purchase intention.

Keyword: celebrity endorsement, product quality, brand image, and purchase intention