

ABSTRAK

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Pengaruh *Celebrity Endorser* Dan *Brand Image* Terhadap Keputusan Pembelian Produk Kosmetik Maybelline Pada Pemasaran Melalui Minat Beli Sebagai Variabel Mediasi Serta Tinjauannya Dari Sudut Pandang Islam (Studi Pada konsumen Produk Kosmetik Maybelline di Wilayah DKI Jakarta)

128+xvi halaman, 21 tabel, 3 gambar, 3 lampiran

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser* dan *brand image* terhadap keputusan pembelian produk kosmetik Maybelline. Selain itu, penelitian ini juga untuk mengetahui apakah minat beli memediasi antara *celebrity endorser* dan *brand image* terhadap keputusan pembelian produk kosmetik Maybelline serta tinjauannya dari sudut pandang Islam. Populasi dalam penelitian ini adalah pembeli produk kosmetik Maybelline dengan jumlah sampel sebanyak 110 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Analisis data menggunakan *Metode Partial Least Square Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa: *Celebrity endorser* berpengaruh positif dan signifikan terhadap minat beli, *brand image* berpengaruh positif dan signifikan terhadap minat beli, *celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian, *brand image* berpengaruh positif dan tidak signifikan terhadap keputusan pembelian, minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, minat beli memediasi pengaruh *celebrity endorser* terhadap keputusan pembelian, minat beli memediasi pengaruh *brand image* terhadap keputusan pembelian. Menurut pandangan Islam *celebrity endorser*, minat beli dan keputusan pembelian pada produk kosmetik Maybelline di Wilayah DKI Jakarta sudah sesuai dengan syariat Islam. Namun pengaruh pada *brand image* terhadap keputusan pembelian produk kosmetik Maybelline belum sesuai dengan syariat Islam.

Kata Kunci : Keputusan Pembelian, Minat Beli, Celebrity Endorser, Brand Image

ABSTRACT

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The Influence of Celebrity Endorser and Brand Image on Maybelline Cosmetic Product Purchase Decisions on Marketing Through Purchase Intention as a Mediation Variable and Its Review from an Islamic Perspective (Study on Maybelline Cosmetics Consumers in DKI Jakarta Region)

Abstract

This study aims to determine the effect of celebrity endorser and brand image on purchasing decisions for Maybelline cosmetic products. In addition, this study also aims to determine whether buying interest mediates between celebrity endorsers and brand image on the purchase decision of Maybelline cosmetic products and their review from an Islamic point of view. The population in this study were buyers of Maybelline cosmetic products with a total sample of 110 respondents. The sampling technique used non-probability sampling method, with purposive sampling technique through the distribution of questionnaires. Data analysis using Partial Least Square Structural Equation Modeling (PLS-SEM) method. The results showed that: Celebrity endorser has a positive and significant effect on buying interest, brand image has a positive and significant effect on buying interest, celebrity endorser has a positive and significant effect on purchasing decisions, brand image has a positive and insignificant effect on purchasing decisions, buying interest has a positive effect. and significant to purchasing decisions, buying interest mediates the influence of celebrity endorser on purchasing decisions, buying interest mediates the influence of brand image on purchasing decisions. According to the Islamic celebrity endorser's view, buying interest and purchasing decisions on Maybelline cosmetic products in the DKI Jakarta area are in accordance with Islamic law. However, the influence on brand image on Maybelline cosmetic product purchasing decisions is not in accordance with Islamic law.

Keywords: Purchase Decision, Purchase Interest, Celebrity Endorser, Brand Image