

## ABSTRAK

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**PENGARUH *CELEBRITY ENDORSEMENT*, KUALITAS PRODUK, HARGA DAN CITRA MEREK TERHADAP MINAT BELI PRODUK LUXCRIME SERTA TINJAUANNYA DALAM PERSPEKTIF ISLAM (STUDI KASUS DI DKI JAKARTA)**

### Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorsement*, kualitas produk, harga dan citra merek terhadap minat beli produk luxcrime di DKI Jakarta. Populasi dalam penelitian ini adalah warga DKI Jakarta yang mengetahui dan atau menggunakan produk kosmetik luxcrime dengan jumlah sampel sebanyak 200 responden. Metode pengambilan sampel menggunakan metode *non probability sampling*, dengan teknik *purposive sampling* melalui penyebaran kuesioner. Analisis data menggunakan SPSS . Metode analisis data yang digunakan yaitu analisis regresi linier berganda, uji t (parsial) dan uji f (simultan). Hasil penelitian menunjukkan bahwa : (1) *celebrity endorsement* berpengaruh positif terhadap minat beli, (2) kualitas produk berpengaruh positif terhadap minat beli, (3) harga berpengaruh positif terhadap minat beli, (4) citra merek tidak berpengaruh terhadap minat beli, (5) *celebrity endorsement* , kualitas produk, harga dan citra merek secara simultan berpengaruh terhadap minat beli. Dalam Islam *celebrity endorsement*, kualitas produk, harga, citra merek dan minat beli sesuai dengan syariat Islam. Karena dalam memasarkan produknya selalu berkata jujur, harga yang ditawarkan sesuai dengan kualitas, dan produk yang dipasarkan merupakan produk yang halal.

**Kata Kunci:** *celebrity endorsement*, kualitas produk, harga, citra merek, minat beli

## ***ABSTRACT***

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**THE EFFECT OF CELEBRITY ENDORSEMENT, PRODUCT QUALITY, PRICE AND BRAND IMAGE ON INTEREST TO BUY LUXCRIME PRODUCTS AND THEIR REVIEW IN ISLAMIC PERSPECTIVE (CASE STUDY IN THE JAKARTA)**

### **Abstact**

This study aims to determine the effect of celebrity endorsement, product quality, price and brand image on buying interest in Luxcrime products in the DKI Jakarta area. The population in this study were residents of DKI Jakarta who knew and or used Luxcrime cosmetic products with a total sample of 200 respondents. The sampling method used non-probability sampling method, with purposive sampling technique through distributing questionnaires. Data analysis used the SPSS. The data analysis method used is multiple linear regression analysis, t test (partial) and f test (simultaneous). The results showed that: (1) celebrity endorsement had a positive effect on buying interest, (2) product quality had a positive effect on buying interest, (3) price had a positive effect on buying interest, (4) brand image had no effect on buying interest, (5 ) celebrity endorsement, product quality, price and brand image simultaneously affect buying interest. In Islam celebrity endorsement, product quality, price, brand image and buying interest are in accordance with Islamic law. Because in marketing their products always tell the truth, the prices offered are in accordance with the quality, and the products being marketed are halal products.

**Keywords:** celebrity endorsement, product quality, proce, brand image, buying interest