

ABSTRAKSI

Penelitian ini bertujuan untuk menguji pengaruh *celebrity endorser* dan *product quality* terhadap *purchase intention* dengan *brand image* sebagai variabel intervening. Populasi yang digunakan adalah konsumen yang melakukan pembelian produk Sariayu Martha Tilaar yang berada di Mall terbesar Kota Semarang. Dengan menggunakan teknik *purposive sampling*, maka diperoleh jumlah sampel sebesar 100 responden. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa *celebrity endorser* dan *product quality* terbukti berpengaruh positif dan signifikan terhadap *brand image*. *Celebrity endorser*, *product quality* dan *brand image* berpengaruh positif terhadap *purchase intention*. *Brand image* mampu menjadi variabel intervening antara *celebrity endorser* dengan *purchase intention*. *Brand image* mampu menjadi variabel intervening antara *product quality* dengan *purchase intention*., dapat diartikan bahwa semakin produk yang ditawarkan tersebut berkualitas, maka akan semakin menambah tingginya *image* positif konsumen sehingga tentu akan berdampak pada minat konsumen untuk melakukan pembelian.

Kata Kunci : *Celebrity endorser*, *product quality*, *brand image* dan *purchase intention*.

ABSTRACT

This study aims to determine and analyze the effect of employee engagement, spiritual leadership and spiritual intelligence on employee performance with organizational citizenship behavior as an intervening variable. The population used is the total number of employees of the Central Java High Court by 118 people, so this study is a census study. The analysis tool is the path analysis, which was previously tested for validity and reliability as well as the classic assumption test.

The test results show that employee engagement, spiritual leadership and spiritual intelligence have a positive influence on organizational citizenship behavior. Employee engagement, spiritual leadership, spiritual intelligence and organizational citizenship behavior have a positive influence on employee performance. Sobel test results show that organizational citizenship behavior organizational citizenship behavior can be an intervening variable between employee engagement, spiritual leadership and spiritual intelligence on employee performance.

Keywords: Employee engagement, spiritual leadership, spiritual intelligence, organizational citizenship behavior and employee performance