PENGARUH CELEBRITY ENDORSER DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN THE BODY SHOP DI KOTA SEMARANG

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ABSTRAK

Perkembangan strategi pemasaran dalam dunia bisnis kecantikan dan perawatan tubuh semakin bervariasi untuk mengkomunikasikan produknya secara efektif, salah satunya dengan menggunakan *celebrity endorser*. *Celebrity endorser* strategi pemasaran dengan menggandeng tokoh kenamaan karena kesohorannya. Permasalahan penelitian ini yaitu adakah pengaruh *celebrity endorser* dan *brand image* terhadap keputusan pembelian The Body Shop di Kota Semarang.

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser* dan *brand image* terhadap keputusan pembelian The Body Shop di Kota Semarang. Tipe penelitian dalam penelitian ini adalah kuantitatif dengan hasil berupa angka yang diolah menggunakan SPSS 22 dengan uji regresi linier berganda. Paradigma penelitian ini menggunakan paradigma positivisme dengan teori AIDDA yang digunakan untuk menganalisis, dan teknik pengambilan sampel secara *purposive sampling* pada 100 responden yang berdomisili di Kota Semarang yang mengetahui dan pernah menggunakan produk The Body Shop.

Hasil penelitian ini menunjukkan bahwa pengaruh *celebrity endorser* dan *brand image* terhadap keputusan pembelian The Body Shop di Kota Semarang terbukti. Hal ini didukung dengan besarnya nilai korelasi dari perhitungan regresi linier berganda yang menunjukkan besarnya nilai korelasi atau hubungan (R) pada variabel *celebrity endorser* dan *brand image* terhadap keputusan pembelian sebesar 0,641. Dari ouput tersebut diperoleh koefisien determinasi (R Square) sebesar 0,411. Hasil pengujian validitas pada semua item pertanyaan dinyatakan valid, sedangkan pada uji reliabilitas di peroleh hasil untuk variabel *celebrity endorser* sebesar 0,815, variabel *brand image* 0,748, variabel keputusan pembelian 0,624 dan hasil uji t terhadap *celebrity endorser* sebesar 3.133 dan hasil uji t terhadap *brand image* sebesar 8.210. Maka hipotesis diterima sehingga terdapat hubungan yang positif antara *celebrity endorser* dan *brand image* terhadap keputusan pembelian. Rekomendasi penelitian, diharapkan peneliti selanjutnya dapat menggunakan atau menambahkan variabel, teori dan analisis data yang dapat berhubungan sempurna.

Kata Kunci : *celebrity endoser*, *brand image*, keputusan pembelian, AIDDA

THE EFFECT OF CELEBRITY ENDORSER AND BRAND IMAGE ON THE BODY SHOP CONSUMERS' PURCHASE DECISION IN SEMARANG CITY

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ABSTRACT

Marketing strategies in the field of beauty and body treatment businesses develop rapidly in various ways, aiming to advertise their products effectively, one of which is by making use of '*celebrity endorser*'. This marketing strategy is conducted by involving well-known figures to collaborate in terms of their popularity. The problem of this study deals with whether *celebrity endorser* and *brand image* have an effect on 'The Body Shop' customers' purchase decision in Semarang City.

This study aims to determine the effect of *celebrity endorser* and *brand image* on 'The Body Shop' customers' purchase decision in Semarang City. It is a quantitative study which the results are in the forms of numbers processed using SPSS 22 with multiple linear regression tests. This study used a positivism paradigm with AIDDA theory which was used to analyze, and the sampling technique used was purposive sampling to 100 respondents living in Semarang City, knowing and having used 'The Body Shop' products.

The results of this study indicate that the effect of *celebrity endorser* and *brand image* on 'The Body Shop' customers' purchase decision in Semarang City is proven. This is supported by the magnitude of the correlation values from the multiple linear regression calculation which showed that the correlation value or relationship (R) of *celebrity endorser* and *brand image* variables on purchase decision was 0.641. From the output, the coefficient of determination (R Square) was 0.411. The results of validity test of all question items were declared valid, while the reliability test result on the *celebrity endorser* variable was 0.815, that on the *brand image* variable was 0.748, and that on the *purchase decision* variable was 0.624. Whilst, the t-test result on *celebrity endorser* was 3.133 and that on *brand image* was 8.210. That is why, the hypothesis is accepted, so that there is a positive correlation between *celebrity endorser* and *brand image* on customers' purchase decision. In terms of recommendation, it is expected that further researchers can use or add variables, theories and data analysis which are perfectly related.

Keywords: *celebrity endoser*, *brand image*, customers' purchase decision, AIDDA

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