

ABSTRAK

PENGARUH *PERCEPTION OF CELEBRITY ENDORSEMENT* DAN *PERCEIVED RISK* TERHADAP *PURCHASE INTENTION*: PERAN *BRAND IMAGE* SEBAGAI VARIABEL MODERATOR

Kemajuan yang terjadi secara masif khususnya di bidang teknologi, informasi dan komunikasi memicu adanya pergeseran yang signifikan bagi keseluruhan aspek kehidupan tak terkecuali bagi dunia perekonomian secara global, terlebih dalam persaingan bisnis. Penelitian ini bertujuan guna dapat memberikan pengetahuan akan ada atau tidaknya *perception of celebrity endorsement* dan *perceived risk* terhadap *purchase intention* produk skincare lokal Indonesia serta guna dapat mengetahui peran *brand image* sebagai moderasi variabel dalam pengaruh *perception of celebrity endorsement* dan *perceived risk* terhadap *purchase intention*. *Conclusive research* digunakan sebagai desain penelitian, dengan populasi dalam penelitian ini adalah pelanggan produk *skincare* lokal Indonesia, secara khusus konsumen yang berada di wilayah Jabodetabek yang lebih lanjut dilakukan penarikan sampel melalui *purposive sampling*. Setelah hasil menyatakan *valid*, penelitian ini disebarakan melalui *online survey* kepada 200 responden. Melalui penelitian yang telah dikonduksikan, diketahui bahwa *perception of celebrity endorsement* dan *perceived risk* secara parsial berpengaruh signifikan terhadap *purchase intention*. Variabel *brand image* mampu memoderasi hubungan pengaruh variabel *perception of celebrity endorsement* terhadap *purchase intention*. Variabel *brand image* tidak mampu memoderasi hubungan pengaruh variabel *perceived risk* terhadap *purchase intention*. Hasil penelitian ini diharapkan dapat memberikan informasi selain bagi peneliti di masa mendatang guna penelitian pendukung, diharapkan berguna pula bagi industri pemasaran untuk meningkatkan *perception of celebrity endorsement*, *perceived risk*, dan *brand image* agar dapat meningkatkan *purchase intention* konsumen.

Kata Kunci : *Perception of celebrity endorsement*, *perceived risk*, *brand image*, *purchase intention*, regresi berganda, analisis regresi moderasi.

ABSTRACT

THE INFLUENCE OF PERCEPTION OF CELEBRITY ENDORSEMENT AND PERCEIVED RISK ON PURCHASE INTENTION: THE ROLE OF *BRAND IMAGE* AS A MODERATOR VARIABLE

Massive progress, especially in the fields of technology, information and communication, has triggered a significant shift in all aspects of life, including the global economy, especially in business competition. This study aims to be able to provide knowledge of whether or not there is influence of perception of celebrity endorsement and perceived risk on purchase intention of local Indonesian skincare products and to be able to determine the role of brand image as a moderating variable in the influence of perception of celebrity endorsement and perceived risk on purchase intention. Conclusive research was used as the research design, with the population in this study being customers of local Indonesian skincare products, specifically consumers in the Jabodetabek area who were further sampled through purposive sampling. After the results were declared valid, this research was distributed through an online survey to 200 respondents. Through research that has been conducted, it is known that perception of celebrity endorsement and perceived risk partially have a significant effect on purchase intention. The brand image variable is able to moderate the influence of the perception of celebrity endorsement variable on purchase intention. The brand image variable is not able to moderate the relationship between perceived risk and purchase intention. The results of this study are expected to provide information not only for future researchers for supporting research, but also for the marketing industry to increase perception of celebrity endorsement, perceived risk, and brand image in order to increase consumer purchase intention.

Key Words : Perception of celebrity endorsement, perceived risk, *brand image*, purchase intention, multiple regression, moderated regression analysis.