

ABSTRAK

PENGARUH *CELEBRITY ENDORSEMENT* TERHADAP *PURCHASE INTENTION* KONSUMEN *E-COMMERCE* DENGAN *BRAND IMAGE* SEBAGAI MEDIATOR

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image* sebagai mediator *Credibility Celebrity Endorser* dan *Attractiveness Celebrity Endorser* terhadap *Purchase Intention*. Penelitian ini dilakukan dengan menganalisis hasil kuesioner dari 392 responden yang pernah mengunjungi situs atau membuka aplikasi *e-commerce* dan mengetahui bahwa *e-commerce* tersebut menggunakan *celebrity endorser* sebagai *endorsement* yang disebar dengan teknik *purposive sampling*. Penelitian ini menggunakan SmartPLS 3.0 sebagai alat untuk melakukan analisis *structural equation modelling*. Penelitian ini menunjukkan bahwa *Credibility Celebrity Endorser* dan *Attractiveness Celebrity Endorser* serta *Brand Image* mempengaruhi *Purchase Intention* sebesar 0,385. *Credibility Celebrity Endorser* tidak signifikan berpengaruh terhadap *Purchase Intention* baik langsung maupun melalui *Brand Image*. Sedangkan *Attractiveness Celebrity Endorser* signifikan berpengaruh terhadap *Purchase Intention* baik langsung maupun melalui *Brand Image*. Penelitian ini dapat memberikan masukan kepada para pemangku kepentingan untuk dapat membuat strategi agar dapat meningkatkan *Purchase Intention* konsumen *e-commerce*.

Kata Kunci: *Celebrity Endorsement, Celebrity Endorser, Credibility, Attractiveness, Purchase Intention, Brand Image, E-commerce*

ABSTRACT

THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION OF E-COMMERCE CONSUMER WITH BRAND IMAGE AS MEDIATOR

This study aims to determine the effect of Brand Image as a mediator of Credibility Celebrity Endorser and Attractiveness Celebrity Endorser on Purchase Intention. This research was conducted by analyzing the results of a questionnaire from 392 respondents who ever visited e-commerce website or open e-commerce mobile application who were distributed by purposive sampling technique. This research uses SMARTPLS 3.0 as a tool to analyze structural equation modeling. This study shows that Credibility Celebrity Endorser, Attractiveness Celebrity Endorser and Brand Image affect Purchase Intention 0,385. Credibility Celebrity Endorser has no significant effect on Purchase Intention either directly or through Brand Image. In other hand Attractiveness Celebrity Endorser significantly affect Purchase Intention either directly or through Brand Image. This research can provide input to stakeholders to be able to develop strategies to increase Purchase Intention of e-commerce consumer.

Keywords: *Celebrity Endorsement, Celebrity Endorser, Credibility, Attractiveness, Purchase Intention, Brand Image, E-commerce*