

ABSTRAK

PENGARUH *CELEBRITY ENDORSER* DAN *BRAND TRUST* TERHADAP KEPUTUSAN PEMBELIAN PRODUK FASHION ERIGO

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Keputusan pembelian merupakan keharusan bagi suatu perusahaan untuk terus berkembang. Terdapat fenomena dimana Erigo menempati urutan pertama penjualan terbanyak pada produk terlarisnya di salah satu *e-commerce* dibandingkan merek fashion lainnya dengan *target marketing* yang sama. Penelitian ini bertujuan untuk mengetahui pengaruh antara *celebrity endorser* dan *brand trust* atas keputusan pembelian Produk Erigo, Penelitian ini menggunakan jenis penelitian kuantitatif. Dengan objek penelitian *Celebrity Endorser* (X1), *Brand Trust* (X2) Keputusan Pembelian (Y) sebagai variabel dependen. Sampel di penelitian ini adalah 104 responden dengan menggunakan purposive sampling. Metode pengolahan data dipenelitian ini menggunakan SPSS versi 25 dengan metode analisis data regresi linear berganda, menggunakan uji persyaratan analisis data yaitu uji normalitas, uji linearitas, uji multikolinearitas koefisien determinasi, dan uji hipotesis uji f dan t. Hasil ini menunjukkan bahwa variabel *celebrity endorser* berpengaruh signifikan terhadap Keputusan Pembelian, variabel *Brand Trust* berpengaruh signifikan terhadap Keputusan Pembelian dan secara simultan dapat dikatakan bahwa *Celebrity Endorser* dan *Brand Trust* berpengaruh signifikan pada keputusan Pembelian.

Kata kunci : *Celebrity Endorser*, *Brand Trust*, Keputusan Pembelian

ABSTRACT

THE EFFECT OF CELEBRITY ENDORSER AND BRAND TRUST ON PURCHASE DECISIONS FOR ERIGO FASHION PRODUCTS

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Purchase decisions are a must for a company to continue to grow. There was a phenomenon where Erigo ranked first with the most sales of its best-selling products in one e-commerce compared to other fashion brands with the same marketing target. The purpose of this study was to find out the effect of celebrity endorser and brand trust on purchase decisions for Erigo products. This study used a quantitative study with the variables of the study, namely Celebrity Endorser (X1) and Brand Trust (X2) as independent variables, and Purchase Decision (Y) as the dependent variable. The sample in this study was 104 respondents determined by using the purposive sampling. The data processing method in this study used SPSS version 25, then the data was analyzed using the multiple linear regression analysis method. The data analysis requirements tests used normality test, linearity test, multi-collinearity test of the coefficient of determination, and hypothesis testing f-test and t-test. The result of the study showed that the celebrity endorser variable had a significant effect on the purchase decisions, the brand trust variable had a significant effect on the purchase decision and simultaneously it can be said that celebrity endorser and brand trust had a significant effect on the purchase decision.

Keywords: Celebrity Endorser, Brand Trust, Purchase Decision

