

## ABSTRACT

*This study aims to analyze the influence of social media, celebrity endorsers and products on the purchase decision of Bogor Raincake. Where three independent variables are submitted and one dependent variable is social media, celebrity endorsers and products as independent variables and purchasing decisions act as dependent variables. This research was conducted with survey methods to Bogor Raincake customers analyzed by method. The first stage examines the validity and reliability of questions for each variable. The second stage is to examine the relationship of social media variables, celebrity endorsers, and products to the Bogor Raincake purchase decision. The results showed that social media variables, celebrity endorsers and products had a positive and significant effect on the purchase decision of Bogor Raincake.*

***Keywords: Social Media, Celebrity Endorser, Products, Purchase Decision***



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, *celebrity endorser* dan produk terhadap keputusan pembelian Bogor Raincake. Dimana diajukan tiga variabel bebas dan satu variabel terikat yaitu media sosial, *celebrity endorser* dan produk sebagai variabel bebas dan keputusan pembelian berperan sebagai variabel terikat. Penelitian ini dilakukan dengan metode survey terhadap customers Bogor Raincake dianalisis dengan metode . Tahap pertama menguji validitas dan reabilitas pertanyaan setiap variabel. Tahap kedua dengan menguji hubungan variabel media sosial, *celebrity endorser*, dan produk terhadap keputusan pembelian Bogor Raincake. Hasil penelitian menunjukkan bahwa variabel media sosial, *celebrity endorser* dan produk berpengaruh positif dan signifikan terhadap keputusan pembelian Bogor Raincake.

Kata Kunci : Media Sosial, *Celebrity Endorser*, Produk, Keputusan Pembelian

