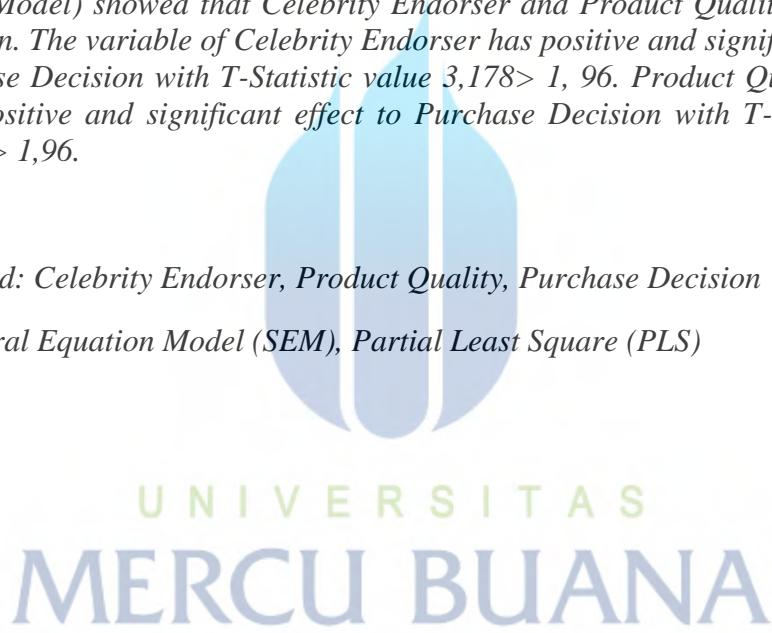## *ABSTRACT*

This research aims to know the influence of celebrity endorser and product quality on purchase decision. The object of the research was conducted on users of Yamaha NMAX Motor in subdistrict Ciledug, Tangerang. The research method used is quantitative research with Analysis Path data analysis technique using SmartPLS. The process of collecting data is done through questionnaires. Respondents of this study as many as 160 respondents from users Yamaha NMAX Motor. The results of this study showed that the celebrity endorser variable has a positive and significant effect on purchasing decisions. Product quality variables have a positive and significant impact on purchasing decisions. The results of research that has been obtained after testing the Structutral / Hypothesis Model (Inner Model) showed that Celebrity Endorser and Product Quality to Purchase Decision. The variable of Celebrity Endorser has positive and significant effect on Purchase Decision with T-Statistic value 3,178> 1, 96. Product Quality variable have positive and significant effect to Purchase Decision with T-Statistic value 10,960> 1,96.

Keyword: Celebrity Endorser, Product Quality, Purchase Decision

Structural Equation Model (SEM), Partial Least Square (PLS)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh celebrity endorser dan kualitas produk terhadap keputusan pembelian. Objek penelitian ini dilakukan pada pengguna Motor Yamaha NMAX di kecamatan Ciledug, Tangerang. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan teknik analisis data Path Analisis menggunakan SmartPLS. Proses pengumpulan data dilakukan melalui kuesioner. Responden penelitian ini sebanyak 160 responden dari pengguna Motor Yamaha NMAX. Hasil penelitian ini menunjukan bahwa variabel celebrity endorser berpengaruh positif dan signifikan terhadap keputusan pembelian. Variabel kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil penelitian yang telah didapatkan setelah melakukan pengujian Model Struktutral/Uji Hipotesis (Inner Model) menunjukan bahwa Celebrity Endorser dan Kualitas Produk terhadap Keputusan Pembelian. Variabel Celebrity Endorser berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai T-Statistik $3,178 > 1,96$. variabel Kualitass Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian dengan nilai T-Statistik $10,960 > 1,96$.

Kata Kunci: Celebrity Endorser, Kualitas Produk, Keputusan Pembelian

Struktural Equation Model (SEM), Partial Least Square(PLS)