

ABSTRAK

Tujuan dari penelitian ini adalah untuk menguji pengaruh selebriti promotor, *daya tarik iklan* dan *citra merek* terhadap *Purchase Decision* produk kecantikan scarlet whitening di kota Jakarta Barat. Populasi penelitian ini adalah konsumen produk kecantikan Scarlett Whitening yang berdomisili di Jakarta Barat. Sampel dalam penelitian ini berjumlah 108 responden, dengan teknik sampling *non-probability* yaitu, *purposive sampling*. metode analisis data yang di gunakan adalah *Partial Least Square* (PLS), dengan bantuan software SmartPLS ver 3.3.3. Hasil penelitian menunjukkan bahwa selebriti promotor berpengaruh signifikan positif terhadap *Purchase Decision*. Selain itu *citra merek* juga berpengaruh signifikan positif terhadap *Purchase Decision*. Di sisi lain, *daya tarik iklan* tidak berpengaruh signifikan terhadap *Purchase Decision*.

kata kunci: selebriti promotor , *daya tarik iklan*, *citra merek*, *Purchase Decision*



ABSTRACT

The purpose of this study was to examine the influence of celebrity promoters, advertising appeal and brand image on purchasing decisions for scarlet whitening beauty products in West Jakarta. The population of this research is consumers of Scarlett Whitening beauty products who live in West Jakarta. The sample in this study was 108 respondents, using a non-probability sampling technique, namely purposive sampling. The data analysis method used was Partial Least Square (PLS), with the help of SmartPLS ver 3.3.3 software. The results showed that celebrity promoters had a significant positive effect on purchasing decisions. In addition, brand image also has a significant positive effect on purchasing decisions. On the other hand, advertising appeal has no significant effect on purchasing decisions.

Keywords: celebrity endorser, advertising appeal , brand image, purchasedecision

