

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Celebrity Endorsement*, *Brand Image* Dan Kualitas Produk Terhadap Keputusan Pembelian Kosmetik Maskara Maybelline (Studi Pada Pembeli Maskara Maybelline Pada Mahasiswi Universitas Mercu Buana Bekasi). Populasi dalam penelitian ini adalah Mahasiswi Universitas Mercu Buana Bekasi yang pernah membeli produk kosmetik Maskara Maybelline. Pengambilan sampel menggunakan jenis *Non probability sampling* dengan teknik *Purposive sampling*, dengan jumlah sampel sebesar 120 responden. Metode analisis data pada penelitian ini menggunakan program *Partial Least Square* (Smart-PLS) versi 3.0. Hasil Penelitian membuktikan bahwa (1) *Celebrity Endorsement* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (2) *Brand Image* berpengaruh positif dan signifikan terhadap Keputusan Pembelian, (3) Kualitas Produk berpengaruh positif dan signifikan terhadap Keputusan Pembelian.

Kata Kunci : *Celebrity Endorsement*, *Brand Image*, Kualitas Produk, Keputusan Pembelian, Perilaku Konsumen.



ABSTRACT

This research aims to analyze the influence of Celebrity Endorsements, Brand Image and Product Quality on Purchasing Decisions for Maybelline Mascara Cosmetics (Study of Maybelline Mascara buyers among female students at Mercu Buana University, Bekasi). The population in this study were female students at Mercu Buana University, Bekasi, who had purchased Maybelline Mascara cosmetic products. Sampling used Non-Probability sampling with Purposive Sampling technique, with a sample size of 120 respondents. The data analysis method in this research uses the Partial Least Square (Smart-PLS) program version 3.0. The research results prove that (1) Celebrity Endorsement has a positive and significant effect on Purchasing Decisions, (2) Brand Image has a positive and significant effect on Purchasing Decisions, (3) Product Quality has a positive and significant effect on Purchasing Decisions.

Keywords: *Celebrity Endorsement, Brand Image, Product Quality, Purchase Decisions, Consumer Behavior.*

