

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh variabel *celebrity endorser*, *advertising appeal* dan *product quality* terhadap *purchase decision* produk Somethinc. Populasi dalam penelitian ini adalah konsumen dari Jabodetabek yang menggunakan dan membeli produk *skincare* Somethinc. Sampel yang digunakan pada penelitian ini berjumlah 119, dihitung menggunakan software G*Power. Metode penarikan sampel menggunakan *purposive sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian kuesioner. Metode analisis data menggunakan *Partial Least Square* (PLS) versi 4.0. Penelitian ini membuktikan bahwa variabel *Celebrity Endorser*, *Advertising Appeal* dan *Product Quality* berpengaruh positif dan signifikan terhadap *Purchase Decision*.

Kata Kunci: *Celebrity Endorser*, *Advertising Appeal*, *Product Quality*, *Purchase Decision*.



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ABSTRACT

*This study aims to analyze the effect of celebrity endorser variables, advertising appeal and product quality on purchase decisions Somethinc products. The population in this study are consumers from Jabodetabek who use and buy Somethinc skincare products. The sample used in this study amounted to 119, calculated using G*Power software. The sampling method uses purposive sampling. The data collection method uses a survey method, with a questionnaire research instrument. The data analysis method uses Partial Least Square (PLS) version 4.0. This study proves that the variables Celebrity Endorser, Advertising Appeal and Product Quality have a positive and significant effect on Purchase Decision.*

Keywords: Celebrity Endorser, Advertising Appeal, Product Quality, Purchase Decision.



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