

ABSTRACT

The consumer theory used in this research is the Theory of Planned Behavior (TPB). This theory states that a person's behavioral intentions depend on three factors, namely attitude, subjective norms, and perceived behavior control. This research was written with the aim of testing the influence of Quality Perception, Social Media, Price Perception, and Celebrity Endorser on Purchase Intention with Brand Image as a mediating variable for Idemu custom furniture products in Jakarta. The population analyzed is all people who have an interest in buying Idemu furniture products, who understand Idemu products and know about Idemu products in Jakarta. Meanwhile, the sample unit is Idemu customers, with the sample calculated based on the number of indicators multiplied by 5, so that 215 respondents were obtained by filling in the Google form. The Structural Equation Model was chosen as the analysis method using PLS software, using a quantitative method approach. The research results show that Quality Perception, Social Media, Price Perception and Celebrity Endorser have a positive effect on Brand Image and Purchase Intention. Quality Perception, Social Media, Price Perception and Celebrity Endorser have a positive effect on purchase intention with Brand Image as a mediating variable. The type of mediation is partial mediation.

Keywords : Perceived Quality, Social Media, Perceived Price, Celebrity Endorser, Brand Image, Purchase Intention.

ABSTRAK

Teori konsumen yang dipergunakan dalam penelitian ini yaitu Theory of Planned Behavior (TPB). Teori ini menyatakan bahwa niat perilaku seseorang tergantung pada tiga faktor, yaitu *attitude*, *subjective norm*, dan *perceived behavior control*. Penelitian ini ditulis dengan tujuan untuk menguji pengaruh Persepsi Kualitas, Media Sosial, Persepsi Harga, dan *Celebrity Endorser* terhadap Niat Membeli dengan Citra Merek sebagai variabel mediasi pada produk *custome furniture* Idemu di Jakarta. Populasi yang dianalisis adalah semua orang yang memiliki minat membeli produk furnitur Idemu, yang mengerti produk Idemu dan mengetahui produk Idemu yang ada di Jakarta. Sedangkan unit sample nya adalah kustomer idemu, dengan perhitungan sample dihitung berdasarkan jumlah indikator dikalikan 5, sehingga diperoleh 215 responden dengan mengisi google form. Model Persamaan Struktural dipilih sebagai metode analisis menggunakan *software* PLS, dengan menggunakan pendekatan metode kuantitatif. Hasil penelitian menunjukkan bahwa Persepsi Kualitas, Media Sosial, Persepsi Harga dan *Celebrity Endorser* berpengaruh positif terhadap Citra Merek dan Minat beli. Persepsi Kualitas, Media Sosial dan Persepsi Harga berpengaruh positif terhadap Minat beli dengan *Brand Image* sebagai variable mediasi, namu *Celebrity Endorser* Jenis mediasi adalah parsial mediasi.

Kata Kunci : Persepsi Kualitas, Media Sosial, Persepsi Harga, *Celebrity Endorser*, Citra Merek, Minat Beli.