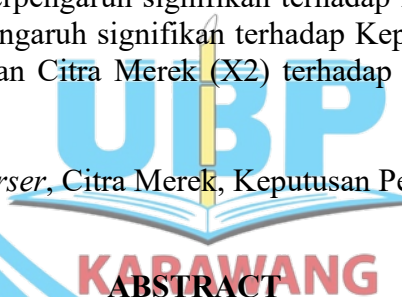


ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui dan menganalisis serta menjelaskan Hubungan *Celebrity Endorser* dengan Citra Merek; (2) pengaruh *Celebrity Endorser* terhadap Keputusan Pembelian; (3) Pengaruh Citra Merek terhadap Keputusan Pembelian; (4) Pengaruh *Celebrity Endorser* terhadap Keputusan Pembelian melalui Citra Merek. Penelitian dilakukan dengan menggunakan metode analisis jalur (*Path Analysis*) data kuantitatif, yaitu melakukan penyebaran kuesioner di goggle formulir. Sampel dalam penelitian ini adalah Mahasiswi Manajemen Universitas Buana Perjuangan Karawang angkatan 2017 pengguna lipstik Pixy sebanyak 80 Responden. Teknik pengambilan Sampel yaitu *Two Stage Cluster Samping* yang merupakan menggunakan 2 Teknik Probability Sampling yang pertama Teknik *Cluster Random Sampling* dan yang kedua Teknik *Simple Random Sampling*.

Hasil analisis jalur (*Path Analysis*) menunjukkan bahwa (1) Hubungan *Celebrity Endorser* (X1) terhadap Citra Merek (X2) memiliki korelasi kuat (2) *Celebrity Endorser* (X1) berpengaruh signifikan terhadap Keputusan Pembelian (Y), (3) Citra Merek (X2) berpengaruh signifikan terhadap Keputusan Pembelian (Y), (4) *Celebrity Endorser* (X1) dan Citra Merek (X2) terhadap Keputusan Pembelian (Y) berpengaruh signifikan.

Kata kunci: *Celebrity Endorser*, Citra Merek, Keputusan Pembelian, Pixy



This research to: (1) identify and analyze and explain the relationship between Celebrity Endorser and Brand Image; (2) the influence of Celebrity Endorser on Purchase Decision; (3) The Influence of Brand Image on Purchase Decisions; (4) Influence of Celebrity Endorser on Purchase Decision through Brand Image. The research was conducted using the quantitative data path analysis method, as distributing questionnaires on the goggle form. The sample in this study were students of Management at the University of Buana Perjuangan Karawang class of 2017 who used Pixy lipstick as many as 80 respondents. The sampling technique is Two Stage Side Cluster which uses 2 Probability Sampling Techniques, the first is the Cluster Random Sampling Technique and the second is the Simple Random Sampling Technique.

The results of path analysis (*Path Analysis*) show that (1) Celebrity Endorser (X1) to Brand Image (X2) has a strong correlation (2) Celebrity Endorser (X1) has a significant effect on Purchase Decision (Y), (3) Brand Image (X2) has a significant effect on Purchase Decision (Y), (4) Celebrity Endorser (X1) and Brand Image (X2) has a significant effect on Purchase Decision (Y).

Keywords: *Celebrity Endorser; Brand Image; Purchase Decision; Pixy*

