

ABSTRAK

Dunia persaingan bisnis semakin ketat khususnya fashion baju yaitu butik, baik untuk melalui offline maupun online. Hal ini ditandai oleh tingkat persaingan antar pebisnis produk-produk fashion yang semakin ketat. Tujuan penelitian ini untuk mengetahui pengaruh *celebrity endorser* dan *brand image* terhadap keputusan pembelian. Jenis penelitian menggunakan deskriptif kuantitatif, dengan sampel 92 responden. Teknik pengambilan sampel di ambil dengan teknik Cluster Random Sampling, instrumen pengumpulan data dengan kuesioner. Analisis data menggunakan analisis Regresi Linier Berganda. Hasil penelitian menunjukkan bahwa; (1) *celebrity endorser* secara parsial berpengaruh positif tetapi tidak signifikan terhadap keputusan pembelian, (2) *brand image* secara parsial berpengaruh signifikan terhadap keputusan pembelian, (3) terdapat pengaruh simultan antara *celebrity endorser* dan *brand image* terhadap keputusan pembelian.

Kata Kunci : *Celebrity Endorser*; *Brand Image*; Keputusan Pembelian



ABSTRACT

The world of business competition is getting tougher, especially fashion clothes, namely boutiques, both offline and online. This is marked by the level of competition between businessmen in fashion products that is getting tighter. The purpose of this study was to determine the effect of *celebrity endorser* and *brand image* on purchasing decision. This type of research uses quantitative descriptive, with a sample of 92 respondents. The sampling technique was taken using the Cluster Random Sampling technique, the data collection instrument was a questionnaire. Data analysis using Multiple Linear Regression analysis. The results showed taht; (1) *celebrity endorser* partially positive but not significant effect on purchasing decisions, (2) *brand image* partially has a significant effect on purchasing decisions, (3) there is a simultaneous influence between *celebrity endorser* and *brand image* on purchasing decisions.

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

