

ABSTRAK

Putri Santika. 2017. 8223145305. Pengaruh Celebrity Endorser (Arief Muhamad) Terhadap Minat Beli Konsumen Pada Produk Erigo Store. Program Studi DIII Manajemen Pemasaran. Fakultas Ekonomi. Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk menguji pengaruh Celebrity Endorser (Arief Muhamad) terhadap minat beli konsumen pada produk Erigo Store. Penelitian ini mengambil sampel – orang di Fakultas Ekonomi Universitas Negeri Jakarta yang dijadikan sebagai responden dalam penelitian ini.

Penulis menggunakan metode deskriptif kuantitatif sebagai alat ukur untuk mengetahui pengaruh celebrity endorser terhadap minat beli konsumen. Variable x dalam penelitian ini yaitu attractiveness, trustworthiness, expertise dan variable y yaitu minat beli.

Pengujian kuantitatif dilakukan dengan uji kuantitatif regresi linier sederhana yang menentukan seberapa erat hubungan antara variable x dan variable y.

Kata kunci : celebrity endorser, attractiveness, trustworthiness, expertise, minat beli, konsumen.

ABSTRACT

Putri Santika. 2017. 8223145305. Effect of Celebrity Endorser (Arief Muhamad) on consumer buying interest to products Erigo Store. Study program of marketing management DIII. Faculty of economic. State University of Jakarta

The aim of this study was to test the effect of Celebrity Endorser (Arief Muahamad) on consumer buying interest on Erigo Store Product. This study took a sample of – in the Faculty of Economics, University of Jakarta were used as respondents in the study.

The author uses descriptive quantitative methods as used to test determines the celebrity endorser influence on consumer buying. The variable x in this study are attractiveness, trustworthiness, expertise and y variables that buying interest

Quantitative testing performed by multiple linear regression quantitative test that determines how closely the relationship between the variable x and y variables.

Keywords : celebrity endorser, attractiveness, trustworthiness, expertise, interest in buying.