

The Effect Of Brand Image, Product Design, And Celebrity Endorser On The Purchase Decision Of Billionaire's Project Products In Jakarta Utara

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Abstract

This research is a quantitative research that examines social phenomena with the aim of analyzing and proving the influence of brand image, product design and celebrity endorser on purchasing decisions. The pojugation of this research is the billionaire project consumers in North Jakarta. This research took a sample of 100 respondents using a non-probability sampling technique with purposive sampling method. Data collection is done by distributing questionnaires to the billionaire project consumers. The data analysis technique used is descriptive analysis and inferential analysis assisted by Partial Least Square (PLS) analysis tool in the form of SmartPLS 3.0. The results of this research indicate that the brand image variable has a correlation value of 0.551, product design has a correlation value of 0.259 and celebrity endorser has a correlation value of 0.154, meaning that all research variables have a significant effect on purchasing decisions. The results of the analysis of the determinant coefficients explain that brand image, product design and celebrity endorser are 87.2% and the remaining 12.8% can be explained by other variables not included in this research.

Keywords : Brand Image, Product Design, Celebrity Endorser, Purchase Decision

Pengaruh *Brand Image*, *Product Design* dan *Celebrity Endorser* Terhadap Keputusan Pembelian Produk *Billionaire's Project* Di Jakarta Utara

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang mengkaji fenomena sosial dengan tujuan untuk menganalisis dan membuktikan pengaruh *brand image*, *product design* dan *celebrity endorser* terhadap keputusan pembelian. Pojungsi penelitian ini adalah konsumen *billionaire's project* di wilayah Jakarta Utara. Penelitian ini mengambil sampel sejumlah 100 responden memakai teknik pengambilan sampel *non probability sampling* dengan metode *purposive sampling*. Pengumpulan data dilaksanakan dengan menyebarkan kuesioner pada konsumen *billionaire's project*. Teknik analisis data yang dipakai ialah analisis deskriptif dan analisis inferensial yang dibantu dengan alat analisis *Partial Least Square (PLS)* berupa *SmartPLS 3.0*. Hasil penelitian ini memperlihatkan bahwa variabel *brand image* punya nilai korelasi sebesar 0,551, *product design* punya nilai korelasi sebesar 0,259 dan *celebrity endorser* punya nilai korelasi sebesar 0,154 artinya keseluruhan variabel penelitian berpengaruh signifikan terhadap keputusan pembelian. Hasil analisis koefisien determinan menggambarkan bahwa *brand image*, *product design* dan *celebrity endorser* sebesar 87,2% dan sisanya sebesar 12,8% dapat digambarkan oleh variabel lainnya yang tidak diikut sertakan dalam penelitian ini.

Kata Kunci : *Brand Image*, *Product Design*, *Celebrity Endorser*, Keputusan Pembelian