

***PURCHASE INTENTION TOWARD THE ORIGINOTE PRODUCTS (A STUDY
IN DKI JAKARTA)***

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Abstract

This quantitative research, titled “Purchase Intention Toward The Originote Products (A Study in DKI Jakarta),” aims to examine the influence of Celebrity Endorser Credibility, brand image, and price perception on consumers’ purchase intention toward The Originote skincare products. The study involved 108 Generation Z respondents aged 18–28 years who are active in DKI Jakarta and have an interest in purchasing The Originote products. Data were collected through an online questionnaire using a 5-point Likert scale and analyzed using PLS-SEM via SmartPLS 4. The results show that Celebrity Endorser Credibility has a positive and significant influence on purchase intention. Brand image also has a positive and significant influence on purchase intention. Furthermore, price perception demonstrates a positive and significant influence on purchase intention toward The Originote.

Keywords: *Celebrity Endorser Credibility, Brand Image, Price Perception, Purchase Intention.*

MINAT BELI PRODUK THE ORIGINOTE (STUDI DI DKI JAKARTA)

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Abstrak

Penelitian kuantitatif yang berjudul “Minat Beli Produk The Originote (Studi di DKI Jakarta)” ini bertujuan untuk menguji pengaruh *Celebrity Endorser Credibility*, brand image, dan price perception terhadap minat beli konsumen terhadap produk skincare The Originote. Penelitian ini melibatkan 108 responden Generasi Z berusia 18–28 tahun yang beraktivitas di DKI Jakarta dan memiliki ketertarikan terhadap produk The Originote. Pengumpulan data dilakukan melalui kuesioner online dengan skala Likert 5 poin dan dianalisis menggunakan metode PLS-SEM melalui aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa *Celebrity Endorser Credibility* berpengaruh positif dan signifikan terhadap minat beli. Brand image juga berpengaruh positif dan signifikan terhadap minat beli. Selain itu, price perception berpengaruh positif dan signifikan terhadap minat beli produk The Originote.

Kata kunci : *Celebrity Endorser Credibility, brand image, price perception, minat beli.*