

**Pengaruh *Celebrity Endorser* dan *Brand Awareness* terhadap
Purchase Intention pada Produk Lipstik Merek Mirabella di
Fakultas Ekonomi dan Bisnis UPN Veteran Jakarta**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh *Celebrity Endorser* dan *Brand Awareness* terhadap *Purchase Intention*. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Dan Bisnis Upn Veteran Jakarta. Ukuran sampel diambil sebanyak 60 orang responden, dengan metode *non probability sampling* khususnya *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuisioner. Teknik analisis yang digunakan adalah metode analisis PLS (*Partial Least Square*). Hasil penelitian ini menunjukkan bahwa (1) *Celebrity Endorser* tidak memiliki pengaruh signifikan terhadap minat beli dengan nilai koefisien jalur sebesar 0,120. (2) *Brand Awareness* memiliki pengaruh signifikan terhadap minat beli dengan nilai koefisien jalur sebesar 0,752.

Kata Kunci: *Celebrity Endorser*, *Brand Awareness*, *Purchase Intention*.

Effect of Celebrity Endorser and Brand Awareness on Purchase Intention on Mirabella Lipstics in Economic & Business Faculty University of National Development "Veteran" Jakarta

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Abstract

This research is a quantitative research that aims to determine the effect of Celebrity Endorser and Brand Awareness to Purchase Intention. Population in this research is student of Faculty of Economics And Business Upn Veteran Jakarta. The sample size was taken as many as 60 respondents, with non probability sampling method, especially purposive sampling. Data collection was done through questionnaire distribution. Analytical technique used is the method of analysis PLS (Partial Least Square). The results of this study show that (1) Celebrity Endorser does not have significant influence on buying interest with coefficient value of 0.120. (2) Brand Awareness has a significant influence on buying interest with coefficient value of 0.752 lane.

Keywords: *Celebrity Endorser, Brand Awareness, Purchase Intention.*