

ABSTRACT

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THE INFLUENCE OF CELEBRITY ENDORSEMENT ON NIKE CUSTOMER PURCHASE INTENTION MEDIATED BY CUSTOMER IDEAL SELF A STUDY OF UNIVERSITY STUDENTS IN JABODETABEK

(83 pages, 6 figures; 23 tables; 4 Appendices)

The sports shoe business in Indonesia is growing increasingly competitive. Current study aims to explore how celebrity endorsement, brand image, and ideal customer self affect purchase intention of JABODETABEK students on Nike products. The research conducted also provides an in-depth understanding of the role of the ideal customer self as a mediating variable. This study's research data comes from a convenience sample online questionnaire survey of 180 JABODETABEK University students who bought/owned Nike products. This study used quantitative methods, using data evaluated in Smart PLS 3.3.29 using the t-test, p-value, and one-tailed test. The findings of this research show that celebrity endorsement, brand image, and customer ideal self are crucial factors in influencing purchase intention. This research also discovered a significant mediation effect of customer ideal self, which explained that consumers view products as a reflection of their self-image and that celebrities shape the way consumers perceive them. This study is expected to provide information to implementers regarding the policies, steps and mechanisms that need to be taken to increase consumer purchase intention for the products offered by the company, so as to be able to help improve the company's branding, in particular Nike.

Keywords: *Celebrity endorsement, Brand Image, Ideal-self, Purchase intention, Nike product*

Reference: 40 (1998-2020)