

ABSTRAK

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“PENGARUH CONSUMERS’ ATTITUDE OF ENDORSER CREDIBILITY, BRAND ATTITUDE, DAN BRAND CREDIBILITY TERHADAP PURCHASE INTENTION PADA PRODUK SMARTPHONE SAMSUNG”

(xiv + 84 halaman; 2 Gambar; 19 Tabel)

Penelitian ini bertujuan untuk mengetahui apakah Consumers’ Attitude of Endorser Credibility berpengaruh positif terhadap Brand Attitude, untuk mengetahui apakah Brand Attitude berpengaruh positif terhadap Purchase Intention, untuk mengetahui apakah Consumers’ Attitude of Endorser Credibility berpengaruh positif terhadap Brand Credibility dan untuk mengetahui apakah Brand Credibility berpengaruh positif terhadap Purchase Intention. Data pada penelitian ini dikumpulkan melalui google form. Populasi pada penelitian ini adalah konsumen konsumen yang mengetahui produk smartphone Samsung dan berdomisili di Jabodetabek. Jenis penelitian ini adalah kuantitatif. Teknik analisis data menggunakan SEM PLS. Hasil penelitian menunjukkan bahwa *Attitude of Endorser Credibility* berpengaruh positif terhadap *Brand Attitude*, *Brand Attitude* berpengaruh positif terhadap *Purchase Intention*, *Consumers’ Attitude of Endorser Credibility* berpengaruh positif terhadap *Brand Credibility*, *Brand Credibility* berpengaruh positif terhadap *Purchase Intention*, *Consumers’ Attitude of Endorser Credibility* berpengaruh terhadap *Attractiveness*, *Consumers’ Attitude of Endorser Credibility* berpengaruh terhadap *Trustworthiness* dan *Consumers’ Attitude of Endorser Credibility* berpengaruh terhadap *Expertise*.

Kata Kunci : *Attractiveness, Expertise, Trustworthiness, purchase intention, Consumers’ Attitude of Endorser Credibility, Brand Attitude*

Referensi : 24 (2019-2023)

ABSTRACT

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"THE INFLUENCE OF CONSUMERS' ATTITUDE OF ENDORSER CREDIBILITY, BRAND ATTITUDE, AND BRAND CREDIBILITY ON PURCHASE INTENTION ON SAMSUNG SMARTPHONE PRODUCTS"

(xiv + 84 pages; 2 Figures; 19 Tables)

This research aims to find out whether Consumers' Attitude of Endorser Credibility has a positive effect on Brand Attitude, to find out whether Brand Attitude has a positive effect on Purchase Intention, to find out whether Consumers' Attitude of Endorser Credibility has a positive effect on Brand Credibility and to find out whether Brand Credibility has an effect positive towards Purchase Intention. The data in this research was collected via Google form. The population in this study are consumers who know Samsung smartphone products and live in Jabodetabek. This type of research is quantitative. The data analysis technique uses SEM PLS. The research results show that Attitude of Endorser Credibility has a positive effect on Brand Attitude, Brand Attitude has a positive effect on Purchase Intention, Consumers' Attitude of Endorser Credibility has a positive effect on Brand Credibility, Brand Credibility has a positive effect on Purchase Intention, Consumers' Attitude of Endorser Credibility has a positive effect on Attractiveness, Consumers' Attitude of Endorser Credibility influence Trustworthiness and Consumers' Attitude of Endorser Credibility influence Expertise.

Keywords: Attractiveness, Expertise, Trustworthiness, purchase intention, Consumers' Attitude of Endorser Credibility, Brand Attitude

Reference : 24 (2019-2023)