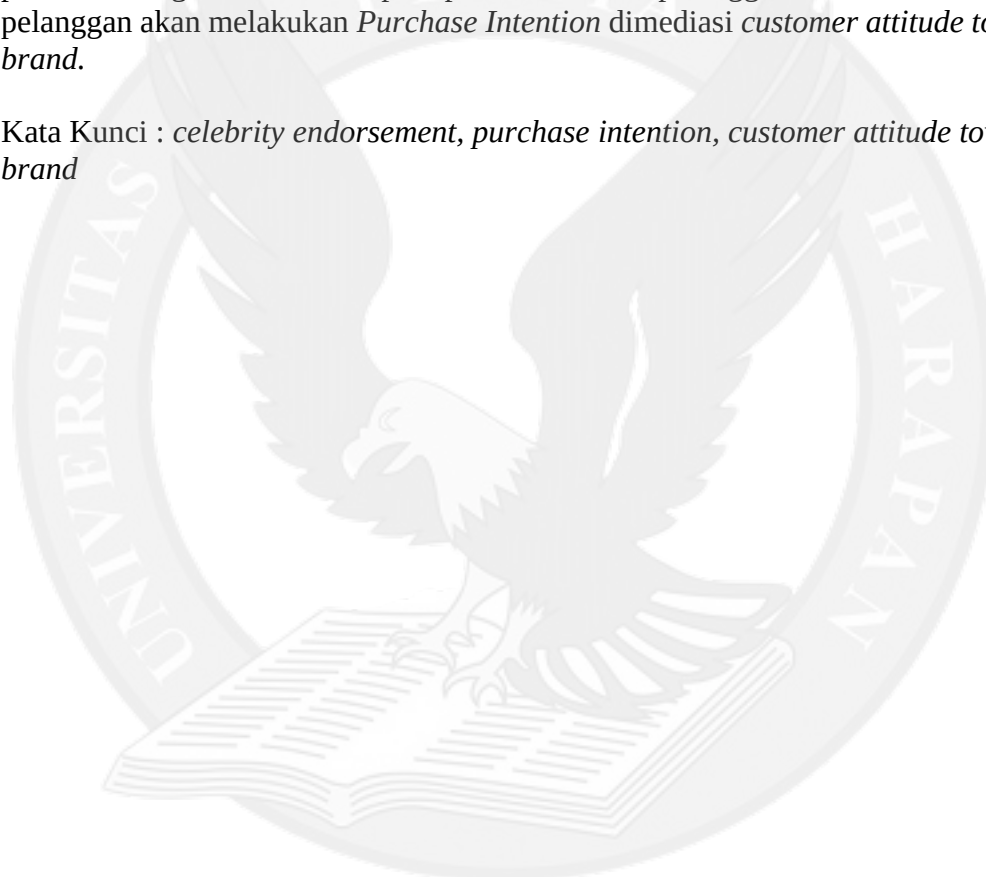


ABSTRAK

Penelitian ini dilakukan dengan tujuan untuk mengetahui hubungan antara *celebrity endorsement* terhadap *purchase intention* merk Modelano yang di mediasi *customer attitude towards brand*. Penelitian ini menggunakan *celebrity endorsement* dari beberapa variabel yaitu *celebrity trustworthiness*, *celebrity expertise*, *celebrity attractiveness*, *celebrity similarity*, *celebrity liking*, *celebrity familiarity* dan *celebrity match-up congruence with the brand/product*. Responden dalam penelitian ini berjumlah 170 responden. Penelitian ini menggunakan pengolahan data dengan menggunakan *Partial Least Square – Structural Equation Modeling (PLS-SEM)* dan diolah dengan menggunakan *software SmartPLS*. Hasil penelitian menunjukkan bahwa variabel *celebrity endorsement* memiliki pengaruh positif dan signifikan terhadap respond dari calon pelanggan Modelano, sehingga pelanggan akan melakukan *Purchase Intention* dimediasi *customer attitude toward brand*.

Kata Kunci : *celebrity endorsement*, *purchase intention*, *customer attitude towards brand*



ABSTRACT

This study was conducted with the aim of knowing the relationship between celebrity endorsement and purchase intention of the Modelano brand mediated by customer attitude towards the brand. This study uses celebrity endorsement from several variables, namely celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity and celebrity match-up congruence with the brand/product. Respondents in this study amounted to 170 respondents. This study uses data processing using Partial Least Square - Structural Equation Modeling (PLS-SEM) and processed using SmartPLS software. The results showed that the celebrity endorsement variable has a positive and significant influence on the responses of prospective Modelano customers, so that customers will make Purchase Intentions mediated by customer attitudes toward the brand.

Keywords: celebrity endorsement, purchase intention, customer attitude towards brand

