THE INFLUENCE OF CELEBRITY ENDORSER, PRICE AND QUALITY PRODUCT AGAINST PRODUCT PURCHASE DECISION ERIGO FASHION IN JEMBER REGENCY

Ratih Puspitorini YA, S.E., M.M. (as chief counselor)

Radhistya Fadhillah Inspiration
International Marketing Management Study Program
Business Majors

ABSTRACT

The study conducted in this study is explanatory research which aims to find out the relationship between one variable and another. The analysis used in this study is Multiple Linear Regression Analysis. The statistical tool used in this study is SPSS. In the data analysis, the study was carried out using the multiple linear regression method with the support of SPSS Statistic 27 software. The findings of the study revealed that the variables of Celebrity Endorser (X1), Price (X2), and Product Quality (X3) each had a significant impact on purchasing decisions (Y). The Celebrity Endorser variable (X1) and the product quality variable (X3) have a significant influence on the purchase decision (Y), while the Price variable (X2) has a negative and significant effect on the purchase decision (Y). From Celebrity Endorser, Price, and Product Quality simultaneously have a significant influence on the dependent variable, namely Purchase Decision.

Keywords: Celebrity Endorser, Price, Product Quality, and Purchase Decision.