

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *celebrity endorser*, *event sponsorship*, kualitas persepsian, dan citra merek terhadap keputusan pembelian Oppo *Smartphone*. Subjek dalam penelitian ini adalah pengguna Oppo *Smartphone* di kota Yogyakarta dengan jumlah sampel 200 responden. Metodologi Penelitian dengan teknik *purposive sampling non random sampling* dengan metode *Structural Equation Modelling* yang diolah menggunakan program AMOS 22.0.

Hasil penelitian ini menunjukkan bahwa *celebrity endorser*, kualitas persepsian, dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, *event sponsorship* tidak berpengaruh terhadap keputusan pembelian, citra merek secara positif dan signifikan mampu memediasi *celebrity endorser* dan kualitas persepsian terhadap keputusan beli, namun tidak mampu memediasi *event sponsorship* secara signifikan terhadap keputusan pembelian.

Kata kunci: *Celebrity Endorser*, *Event Sponsorship*, Kualitas Persepsian, Citra Merek, dan Keputusan Pembelian.

## **ABSTRACT**

*This research study objective is to analyze the effect of celebrity endorser, event sponsorship, perceived quality, and brand image of Oppo Smartphone purchase decision. Subjects in this study were the users of Oppo Smartphone in the city of Yogyakarta with a sample size of 200 respondents. Research methodology with purposive sampling technique of non random sampling with Structural Equation Modeling method that is processed using AMOS 22.0 program.*

*The result of this research shows that celebrity endorser, perceived quality, and brand image have positive and significant effect on purchase decision, event sponsorship has no effect on purchase decision, brand image positively and significantly able to mediate celebrity endorser and perceived quality to purchase decision, but not able to mediate event sponsorship significantly against purchase decisions.*

*Keywords: Celebrity Endorser, Event Sponsorship, Perceived Quality, Brand Image, and Purchase Decision.*