

INTISARI

Penelitian ini bertujuan untuk menganalisis dan menjelaskan pengaruh persepsi iklan dan selebriti endorser terhadap keputusan pembelian melalui citra merek sebagai pemediasi. Objek dalam penelitian ini adalah Tokopedia.com, sedangkan subjeknya adalah konsumen di Indonesia. Jumlah sampel dalam penelitian ini sebanyak 130 responden. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Teknik analisis data menggunakan *Structural Equation Modeling* dengan AMOS sebagai alat analisis.

Berdasarkan hasil analisis yang dilakukan, menunjukkan bahwa: persepsi iklan tidak berpengaruh signifikan terhadap keputusan pembelian di Tokopedia.com. *Celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian di Tokopedia.com. Persepsi iklan dan *celebrity endorser* berpengaruh positif dan signifikan terhadap citra merek di Tokopedia.com. Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian di Tokopedia.com. Citra merek berperan sebagai pemediasi pengaruh persepsi iklan terhadap keputusan pembelian di Tokopedia.com. Citra merek tidak berperan sebagai pemediasi pengaruh *celebrity endorser* terhadap keputusan pembelian di Tokopedia.com.

Kata kunci: persepsi iklan, *celebrity endorser*, citra merek dan keputusan pembelian.

ABSTRACT

This research aims to analyze and explain the influence of advertisement perception and celebrity endorser on purchase decision through brand image as mediator. The object of the research was Tokopedia.com, while the subjects were the consumers in Indonesia. The sample size of the research was 130 respondents. The sampling technique used in the research was purposive sampling. The data was analyzed technique using structural equation modeling with AMOS as analysis tool.

Based on the result of analysis, it showed that: advertisement perception has not significant influence on the purchase decision in Tokopedia.com. Celebrity endorser has positive and significant influence on purchase decision in Tokopedia.com. Advertisement perception and celebrity endorser has positive and significant influence on brand image in Tokopedia.com. Brand image has positive and significant influence on purchase decision in Tokopedia.com. Brand image has mediator the influence of advertisement perception on purchase decision in Tokopedia.com. Brand image has not mediator the influence of celebrity endorser on purchase decision in Tokopedia.com.

Key words: advertisement perception, celebrity endorser, brand image, purchase decision.