

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh iklan dan *celebrity endorser* terhadap minat beli sepatu Nike dengan *brand awareness* sebagai variabel intervening. Subjek dalam penelitian ini yaitu mahasiswa di Universitas Muhammadiyah Yogyakarta yang pernah melihat iklan sepatu Nike dalam 3 bulan terakhir. Objek dalam penelitian ini yaitu sepatu Nike. Sampel yang digunakan dalam penelitian ini yaitu 119 sampel dengan metode *non probability sampling* dengan jenis *Purposive Sampling*. Penelitian ini menggunakan alat analisis SEM (*Structural Equation Modeling*) menggunakan software AMOS versi 22.

Hasil penelitian ini menunjukkan bahwa iklan berpengaruh positif signifikan terhadap minat beli, *celebrity endorser* berpengaruh positif signifikan terhadap minat beli, iklan berpengaruh positif signifikan terhadap *brand awareness*, *celebrity endorser* berpengaruh positif signifikan terhadap *brand awareness*, minat beli berpengaruh positif signifikan terhadap *brand awareness*, iklan berpengaruh positif signifikan terhadap minat beli melalui mediasi *brand awareness* dan *celebrity endorser* berpengaruh positif signifikan terhadap minat beli melalui mediasi *brand awareness*.

Kata Kunci : Iklan, *Celebrity Endorser*, Minat Beli, *Brand Awareness*.

ABSTRACT

This study aims to analyze the effect of advertising and celebrity endorsers on buying interest in Nike shoes with brand awareness as an intervening variable. The subjects in this study were students at Muhammadiyah University of Yogyakarta who had seen Nike shoe advertisements in the last 3 months. The object of this research is Nike shoes. The sample used in this study is 119 samples with non-probability sampling method with the type of Purposive Sampling. This research uses SEM (Structural Equation Modeling) analysis tool using AMOS version 22 software.

The results of this study indicate that advertising has a significant positive effect on buying interest, celebrity endorser has a significant positive effect on buying interest, advertising has a significant positive effect on brand awareness, celebrity endorser has a significant positive effect on brand awareness, buying interest has a significant positive effect on brand awareness, advertising has an effect Significant positive on buying interest through brand awareness mediation and celebrity endorser has a significant positive effect on buying interest through brand awareness mediation.

Keywords: Advertising, Celebrity Endorser, Purchase Interest, Brand Awareness.