

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh dimensi *celebrity endorsement* terhadap minat beli melalui sikap terhadap iklan dan citra merek pada konsumen kosmetik Wardah. Variabel yang digunakan dalam penelitian ini adalah dimensi *celebrity endorsement* yaitu *similarity*, *trustworthiness*, dan *expertise* sebagai variabel bebas, sikap terhadap iklan dan citra merek sebagai mediasi, dan minat beli sebagai variabel terikat.

Sampel dalam penelitian ini adalah mahasiswi Fakultas Ekonomi dan Bisnis tahun akademik 2015-2016 sebanyak 170 orang dengan menggunakan teknik *Proportional Random Sampling*. Dalam penelitian ini dikembangkan model teoritis untuk mengajukan Sembilan hipotesis yang akan diuji menggunakan alat analisis *Structural Equation Modelling* (SEM) yang dioperasikan melalui program AMOS 24.0. Berdasarkan hasil penelitian pengolahan data SEM untuk model lengkap telah memenuhi kriteria *goodness of fit* sebagai berikut, nilai *chi-square* = 545,334; *probability* = 0,000; RMSEA = 0,080; GFI = 0,787; AGFI = 0,737; CMIN/DF = 2,074; TLI = 0,887; CFI = 0,901.

Dengan hasil kriteria *goodness of fit* yang dapat dikatakan model ini layak untuk digunakan. Hasil analisis SEM menunjukkan bahwa variabel *similarity*, *trustworthiness*, *expertise* memiliki pengaruh positif terhadap sikap terhadap iklan dan citra merek. sikap terhadap iklan dan citra merek memiliki pengaruh positif terhadap minat beli.

Kata Kunci : *Similarity, Trustworthiness, Expertise, Sikap Terhadap Iklan, Citra Merek, Dan Minat Beli.*

SUMMARY

This study aims to analyze the influence of the celebrity endorsement dimension on buying interest through attitudes towards advertising and brand image in Wardah cosmetics consumers. The variables used in this study are celebrity endorsement dimensions, namely similarity, trustworthiness, and expertise as independent variables, attitudes toward advertising and brand image as mediation, and buying interest as the dependent variable.

The sample in this study were 170 students of the Faculty of Economics and Business in the 2015-2016 academic year using Proportional Random Sampling techniques. In this study a theoretical model was developed to propose nine hypotheses to be tested using Structural Equation Modeling (SEM) analysis tools operated through the AMOS 24.0 program. Based on the results of the SEM data processing research for the complete model fulfilling the criteria for goodness of fit as follows, the chi-square value = 545,334; probability = 0,000; RMSEA = 0.080; GFI = 0.787; AGFI = 0.737; CMIN / DF = 2,074; TLI = 0.887; CFI = 0.901.

With the results of the goodness of fit criteria that can be said this model is feasible to use. The results of SEM analysis show that similarity, trustworthiness, expertise variables have a positive influence on attitudes toward advertising and brand image. attitude towards advertising and brand image has a positive influence on buying interest.

Keywords: Similarity, Trustworthiness, Expertise, Attitudes Towards Advertising, Brand Image, and Buying Interest.