PENGARUH SELEBRITY ENDORSER, BRAND IMAGE DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MARKET PLACE SHOPEE (STUDI KASUS PADA MAHASISWA STIE SBI)

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Intisari

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh selebrity endorse, brand image dan harga terhadap keputusan pembelian market place shopee. Penelitian dilakukan di Sekolah Tinggi Ilmu Ekonomi Solusi Bisnis Indonesia (STIE SBI), Yogyakarta. Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Pengambilan sampel pada penelitian ini apabila subyeknya (kurang dari 100),lebih baik diambil semua sehingga penelitiannya merupakan penelitian populasi. Selanjutnya jika subyeknya besar (lebih dari100) dapat digunakan sampel diambil 10%-15% hingga 20%-25%atau bahkan lebih dari 25% dengan jumlah responden sebanyak 60 responden. Variabel bebas dari penelitian ini terdiri dari selebrity endorse, brand image dan harga. Sedangkan variabel terikatnya yaitu, keputusan pembelian. Alat analisis yang digunakan dalam penelitian ini meliputi uji instrumen, uji asumsi klasik, uji normalitas, uji T(individual test), uji F(over all test),uji regresi linear berganda, uji R^2 (koefisien determinasi). Hasil uji hipotesis selebrity endorse nilai t_{hitung} 2,944 > t_{tabel} 2,00324 artinya selebrity endorse diterima. Hipotesis brand image nilai t_{hitung} 2,176 > t_{tabel} 2,00324 artinya brand image diterima. Hasil uji hipotesis harga nilai t_{hitung} 2,642 > t_{tabel} 2,00324 artinya harga diterima. Hasil uji F nilai signifikansi sebesar 0,000 < 0,05 artinya variabel selebrity endorse, brand image dan harga berpengaruh secara simultan terhadap keputusan pembelian. Nilai output R^2 0,479 artinya pengaruh variable selebrity endorse, brand image dan harga terhadap keputusan pembelian sebesar 47,9%.

Kata kunci: Selebrity Endorse, Brand Image, Harga, Keputusan Pembelian.

THE EFFECT OF CELEBRITY ENDORSE, BRAND IMAGE AND PRICES ON THE DECISION OF PURCHASE MARKET PLACE SHOPEE
(CASE STUDY AT SBI UNIVERSITY STUDENT)

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Abstract

The aim of this research is to knowing the price effect over the quality of product and the service towards the loyalty in line with the customer's satisfactory. This research was conducted at the Yogyakarta School of Business Solution Economics (STIE SBI). The type of research used in this study is quantitative research. Sampling in this study if the subject (less than 100) is better taken all so that the research is population research. Furthermore, if the subject is large (more than 100), the sample can be taken 10%-15% to 20%-25% or even more than 25% with a sample of 60 respondents. The independent variable in this study consisted of celebrity endorse, brand image, and prices. While the dependent variable is decision of purchase. The analytical tools used in this study included instrument testing, classic assumption test, normality test, T test (individual test),F test (over all test),multiple linear regression test, R^2 test (coefficient of determination). The result of the test of celebrity endorse hypothesis value Thitung 2,944 > Ttabel 2,00324 means the celebrity endorse is accepted. Brand image hypothesis value Thitung 2,176 > Ttabel 2,00324 means the brand image is accepted. The result of the test of prices hypothesis value Thitung 2,642 > Ttabel 2,00324 means prices is accepted. Test result F significance value 0,000 < 0,05 means that the celebrity endorse, brand image and prices variables have a simultaneous effect on the decision of purchase. Output value R^2 0,479 means the influence of celebrity endorse, brand image and prices variables on the decision of purchase by 47,9%.

Keywords : Celebrity Endorse, Brand Image, Prices, Decision of Purchase