

PENGARUH *BRAND IMAGE*, *BRAND TRUST* DAN *CELEBRITY ENDORSER* TERHADAP KEPUTUSAN PEMBELIAN DENGAN MINAT BELI SEBAGAI VARIABEL INTERVENING PADA SEPATU NIKE DI SOULMATE

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, *brand trust*, dan *celebrity endorse* terhadap keputusan pembelian pada produk sepatu Nike di Soulmate, dan untuk menganalisis kemampuan minat beli dalam memediasi *Brand Trust*, dan *celebrity endorser* terhadap keputusan pembelian pada produk sepatu Nike di Soulmate.

Lokasi penelitian dilakukan di Soulmate yang terletak di Jl. Waturenggong, Panjer, Kec. Denpasar Baru, Kota Denpasar, Bali 80113. Adapun yang menjadi objek penelitian ini adalah *brand image* (X1), *brand trust* (X2) dan *celebrity endorse* (X3) pada keputusan pembelian pada sepatu Nike di Soulmate. Populasi dalam penelitian ini adalah seluruh konsumen di toko Soulmate yang pernah membeli produk sepatu Nike. Teknik sampling yang digunakan untuk pengambilan sampling adalah *nonprobability sampling*. Jumlah sampel yang digunakan adalah 90 responden yang diambil dari Customer di Soulmate yang telah membeli sepatu Nike. Teknik pengumpulan data dilakukan dengan metode observasi, kuesioner, wawancara, dan dokumentasi. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian menunjukkan *Brand image*, *brand trust*, dan *celebrity endorser* berpengaruh positif dan signifikan terhadap keputusan pembelian pengguna Sepatu Nike Di Soulmate. *Brand image*, *brand trust*, dan *celebrity endorser* berpengaruh terhadap keputusan pembelian melalui minat beli sebagai variabel intervening.

Kata kunci: *brand image*, *brand trust*, *celebrity endorse*, keputusan pembelian

**THE INFLUENCE OF BRAND IMAGE, BRAND TRUST AND CELEBRITY
ENDORSER ON PURCHASE DECISIONS WITH PURCHASE INTEREST
AS AN INTERVENING VARIABLE ON NIKE SHOES IN SOULMATE
ABSTRACT**

This study aims to analyze the influence of brand image, brand trust, and celebrity endorsers on purchasing decisions on Nike shoe products on Soulmate, and to analyze the ability of purchase intention to mediate Brand Trust, and celebrity endorsers on purchasing decisions on Nike shoe products on Soulmate.

The research location was conducted at Soulmate which is located on Jl. Waturenggong, Panjer, Kec. Denpasar Baru, Denpasar City, Bali 80113. The objects of this research are brand image (X1), brand trust (X2) and celebrity endorse (X3) in purchasing decisions for Nike shoes at Soulmate. The population in this study were all consumers at the Soulmate store who had purchased Nike shoes. The sampling technique used for sampling is nonprobability sampling. The number of samples used was 90 respondents taken from customers at Soulmate who had bought Nike shoes. Data collection techniques were carried out by observation, questionnaires, interviews, and documentation. The data analysis technique used was multiple linear regression analysis.

The results showed that brand image, brand trust, and celebrity endorsers had a positive and significant effect on the purchasing decisions of users of Nike shoes at Soulmate. Brand image, brand trust, and celebrity endorser influence purchasing decisions through buying interest as an intervening variable.

Keywords: brand image, brand trust, celebrity endorse, purchase decision

