

ABSTRAK

PENGARUH EFEK NEGARA ASAL, CITRA MEREK, DAN CELEBRITY ENDORSER TERHADAP MINAT BELI PRODUK PERAWATAN KULIT WAJAH MEREK LOKAL SOMETHINC

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Penelitian ini bertujuan untuk mengetahui pengaruh efek negara asal, citra merek, dan *celebrity endorser* terhadap minat beli produk perawatan kulit wajah merek lokal Somethinc. Populasi pada penelitian ini adalah mahasiswa Universitas Sanata Dharma dengan umur 17-25 tahun yang mengetahui merek Somethinc dan selebriti yang diendorse oleh Somethinc. Teknik pengambilan sampel penelitian menggunakan teknik *purposive sampling*. Total data responden yang diolah adalah 100. Analisis data dalam penelitian ini adalah analisis regresi linier berganda menggunakan program aplikasi SPSS Statistics 25. Hasil penelitian menunjukkan bahwa: 1) efek negara asal tidak berpengaruh pada minat beli produk perawatan kulit wajah merek lokal Somethinc, 2) citra merek berpengaruh pada minat beli produk perawatan kulit wajah merek lokal Somethinc, 3) *celebrity endorser* berpengaruh pada minat beli produk perawatan kulit wajah merek lokal Somethinc.

Kata kunci: Efek Negara Asal, Citra Merek, *Celebrity Endorser*, Minat Beli

ABSTRACT

THE INFLUENCE OF COUNTRY OF ORIGIN EFFECT, THE BRAND IMAGE, AND CELEBRITY ENDORSER ON PURCHASE INTENTION OF SOMETHINC LOCAL BRAND FACIAL SKIN CARE PRODUCTS

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This study aims to determine the influence of the country of origin effect, brand image, and celebrity endorser on purchase intention of Somethic local brand facial skin care products. Population in this study is Sanata Dharma University students aged 17-25 years who know the Somethinc brand and celebrities endorsed by Somethinc. The Sampling technique research being used in this study was a purposive sampling technique. The total number of respondents was 100 persons. Data analysis in this study was multiple linear regression analysis using SPSS Statistics 25 application program. The results showed that: 1) country of origin effect has no influence on purchase intention of Somethic local brand facial skin care products, 2) brand image has an influence on purchase intention of Somethic local brand facial skin care products, 3) celebrity endorser has an influence on purchase intention of Somethic local brand facial skin care products

Keywords: *Country of Origin Effect, Brand Image, Celebrity Endorser, Purchase Intention*