

ABSTRAK

PENGARUH DUKUNGAN SELEBRITI, CITRA MEREK, HARGA, DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK *NATURE REPUBLIC* DI MEDIA SOSIAL *INSTAGRAM*

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh dukungan selebriti terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; (2) pengaruh citra merek terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; (3) pengaruh harga terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; (4) pengaruh kepercayaan terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; dan (5) pengaruh dukungan selebriti, citra merek, harga, dan kepercayaan terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*.

Penelitian ini merupakan penelitian survei yang bersifat kuantitatif yang dilaksanakan di Yogyakarta pada bulan November-Desember 2020. Populasi penelitian adalah konsumen *Nature Republic* di Yogyakarta. Jumlah sampel penelitian sebanyak 70 orang. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner dengan bantuan *Google Form*. Teknik analisis data menggunakan regresi linear berganda.

Hasil analisis data menunjukkan bahwa: (1) dukungan selebriti berpengaruh terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; (2) citra merek tidak berpengaruh terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; (3) harga berpengaruh terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; (4) kepercayaan tidak berpengaruh terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*; dan (5) dukungan selebriti, citra merek, harga, dan kepercayaan secara simultan berpengaruh terhadap keputusan pembelian produk *Nature Republic* di media sosial *Instagram*.

Kata kunci: dukungan selebriti, citra merek, harga, kepercayaan, dan keputusan pembelian.

ABSTRACT***THE EFFECTS OF CELEBRITY ENDORSEMENT, BRAND IMAGE, PRICE, AND TRUST ON PURCHASE DECISION OF NATURE REPUBLIC PRODUCT IN SOCIAL MEDIA INSTAGRAM***

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This study aims to examine and analyze: (1) the effect of celebrity endorsement on purchase decision of Nature Republic product in Instagram social media; (2) the effect of brand image on purchase decision of Nature Republic product in Instagram social media; (3) the effect of price on purchase decision of Nature Republic product in Instagram social media; (4) the effect of trust on purchase decision of Nature Republic product in Instagram social media; and (5) the effect of celebrity endorsement, brand image, price, and trust on purchase decision of Nature Republic product in Instagram social media.

This study was a quantitative survey conducted in Yogyakarta in November-December 2020. The research population were consumers of Nature Republic Yogyakarta. The research sample covered 70 consumers. The sampling technique was a purposive sampling. The data collection technique used was a questionnaire through Google Form. The data analysis technique was multiple linear regression.

The results of data analysis showed that: (1) celebrity endorsement had effect on purchase decision of Nature Republic product in Instagram social media; (2) brand image had no effect on purchase decision of Nature Republic product in Instagram social media; (3) price had effect on purchase decision of Nature Republic product in Instagram social media; (4) trust had no effect on purchase decision of Nature Republic product in Instagram social media; and (5) the celebrity endorsement, brand image, price, and trust could be as predictors of purchase decision of Nature Republic product in Instagram social media.

Keywords: *celebrity endorsement, brand image, price, trust, and purchase decision*