

ABSTRAK

Rita Pramawati,2022. Pengaruh *Country Of Origin,Celebrity Endorser* dan *Product Quality* terhadap *Buying Decision* melalui *Brand Image* sebagai Variabel Intervening pada Konsumen Mascara Maybelline di Kota Ternate.

Tujuan penelitian ini adalah : (1).Mengetahui pengaruh *Country Of Origin* terhadap *Buying Decision*. (2). Mengetahui pengaruh *Country Of Origin* terhadap *Brand Image* pad (3).Mengetahui pengaruh *Celebrity Endorser* terhadap *Buying Decision* (4).Mengetahui pengaruh *Celebrity Endorser* terhadap *Brand Image* (5).Mengetahui pengaruh *Product Quality* terhadap *Buying Decision* (6).Mengetahui pengaruh *Product Quality* terhadap *Brand Image* (7).Mengetahui pengaruh *Brand Image* terhadap *Buying Decision* (8).Mengetahui pengaruh *Country Of Origin* terhadap *Buying Decision* melalui *Brand Image* sebagai variabel intervening. (9).Mengetahui pengaruh *Celebrity Endorser* terhadap *Buying Decision* melalui *Brand Image* sebagai variabel intervening. 10).Mengetahui pengaruh *Product Quality* terhadap *Buying Decision* pembelian melalui *Brand Image* sebagai variabel intervening. Jumlah sampel 140 orang. Analisis datanya menggunakan *path analysis* dengan bantuan program SPSS 16.0.

Hasil dari penelitian ini menunjukkan bahwa: (1).Variabel *Country Of Origin* berpengaruh positif dan signifikan terhadap *Buying Decision* pada konsumen Mascara Maybelline di kota Ternate.(2).*Country Of Origin* berpengaruh positif dan signifikan terhadap *Brand Image*. (3).Variabel *Celebrity Endorser* berpengaruh positif dan signifikan terhadap *Buying Decisio* (4).variabel *Celebrity Endorser* berpengaruh positif dan signifikan terhadap *Brand Image*. (5). *Product Quality* berpengaruh positif dan signifikan terhadap *Buying Decision* pada konsumen Mascara Maybelline pada masyarakat kota Ternate.(6).variabel *Product Quality* berpengaruh positif dan signifikan terhadap *Brand Image*. (7).*Brand Image* berpengaruh positif dan signifikan terhadap *Buying Decision*. (8).*Brand Image* mampu memediasi hubungan antara *Country Of Origin* terhadap *Buying Decision* (9).Berdasarkan pengujian yang telah dilakukan dapat diketahui bahwa *Brand Image* mampu memediasi hubungan antara *Celebrity Endorser* terhadap *Buying Decision*. (10).*Brand Image* mampu memediasi hubungan antara *Product Quality* terhadap *Buying Decision*.

Kata Kunci: Country Of Origin, Celebrity Endorser, Product Quality, Brand Image dan Buying Decision.

ABSTRACT

Rita Pramawati, 2022. *The influence of Country Of Origin, Celebrity Endorser and Product Quality on Buying Decision through Brand Image as an Intervening Variabel on Maybelline Mascara Consumers in the city of Ternate.*

The objectives of this study are: (1). Knowing the influence of Country Of Origin on Buying Decisions. (2). Knowing the influence of Country Of Origin on the Brand Image pad (3). Knowing the influence of Celebrity Endorsers on Buying Decisions (4). Knowing the influence of Celebrity Endorsers on Brand Image (5). Knowing the effect of Product Quality on Buying Decisions (6). Knowing the influence of Product Quality on Brand Image (7). Knowing the influence of Brand Image on Buying Decisions (8). Knowing the influence of Country Of Origin on Buying Decisions through Brand Image as an intervening variable. (9). Knowing the influence of Celebrity Endorsers on Buying Decisions through Brand Image as an intervening variable. 10). Knowing the influence of Product Quality on Purchasing Decisions through Brand Image as an intervening variable. The total sample was 140 people. Analyze the data using path analysis with the help of the SPSS 16.0 program.

The results of this study show that: (1). The Country Of Origin variable has a positive and significant effect on Buying Decision on Mascara Maybelline consumers in the city of Ternate. (2). Country Of Origin has a positive and significant effect on Brand Image. (3). Celebrity Endorser variables have a positive and significant effect on Buying Decisio (4). (5). Product Quality has a positive and significant effect on Buying Decision in Mascara Maybelline consumers in the people of Ternate city. (6).Product Quality variables have a positive and significant effect on brand image. (7). Brand Image has a positive and significant effect on Buying Decisions. (8). Brand Image is able to mediate the relationship between Country Of Origin and Buying Decision (9). Based on the tests that have been done, it can be known that Brand Image is able to mediate the relationship between Celebrity Endorser and Buying Decision. (10). Brand Image is able to mediate the relationship between Product Quality and Buying Decision.

Keywords: Country Of Origin, Celebrity Endorser, Product Quality, Brand Image and Buying Decision.