

## **ABSTRAK**

**Zildjian Sabillah H Sidi Mesar.2021.** PENGARUH *CELEBRITY ENDORSER* TERHADAP MINAT BELI PRODUK *SKINCARE* EMINA YANG DIMEDIASI OLEH *ELECTRONIC WORD OF MOUTH* (Studi Kasus Pada Pengguna *Sun Screen* Emina Di Kota Ternate). Dibawah bimbingan Dr. Abdul Rahman Jannang, ST.,SE, M.M dan Ririn Damayanti, SE, MM.

Penelitian ini bertujuan untuk mengetahui pengaruh *celebrity endorser* (X) terhadap minat beli (Y) produk *skincare* emina yang dimediasi oleh *electronic word of mouth* (Z) (studi kasus pada pengguna *sun screen* emina di kota ternate). Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan jumlah sampel yang digunakan adalah sebanyak 112 responden yang beraktifitas dikota ternate tengah. Teknik pengujian dari responden yakni menggunakan SPSS 26 sebagai alat bantu analisis Responden.

Hasil penelitian ini menunjukkan bahwa : 1) *Celebrity Endorser* berpengaruh positif dan signifikan terhadap minat beli, 2) *Electronic word of mouth* berpengaruh positif dan signifikan terhadap minat beli 3) *Celebrity Endorser* berpengaruh positif dan signifikan terhadap minat beli yang di mediasi oleh *Electronic word of mouth*.

**Kata Kunci : Celebrity Endorser, Electronic word of mounth,minat beli.**

## **ABSTRACT**

**Zildjian Sabillah H Sidi Mesar. 2021. *THE EFFECT OF CELEBRITY ENDORSER ON THE INTEREST OF BUYING EMINA SKINCARE PRODUCTS MEDIATED BY ELECTRONIC WORD OF MOUTH (Case Study on Emina Sun Screen User in Ternate City). Under the guidance of Dr. Abdul Rahman Jannang, ST., SE, M.M and Ririn Damayanti, SE, MM.***

*This study aims to determine the effect of celebrity endorser (X) on buying interest (Y) Emina skincare products mediated by electronic word of mouth (Z) (a case study on Emina sun screen users in Ternate city). The type of research used is quantitative research with the number of samples used are 112 respondents who are active in the city of Central Ternate.*

*The technique of using the respondents is using SPSS 26 as a tool for the analysis of respondents.*

*The results of this study indicate that: 1) Celebrity Endorser has a positive and significant effect on buying interest, 2) Electronic word of mounth has a positive and significant effect on buying interest 3) Celebrity Endorser has a positive and significant effect on purchase intention mediated by Electronic word of mounth .*

**Keywords: *Celebrity Endorser, Electronic word of mouth, buying interest***