

# ***The Influence Of Celebrity Endorsers, And E Wom On Consumer Buying Interest With Brand Image As An Intervening Variable***

***(Case Study on Mashter Cloth Screenprinting Production)***

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## **ABSTRACT**

*This study aims to examine the influence of celebrity endorsers, and E wom on consumer buying interest with brand image as an intervening variable. The variables used are celebrity endorser and E wom as the independent variable, buying interest as the dependent variable, and brand image as the intervening variable . This research is a quantitative research. The source of data in this study is primary data with a data collection method using a questionnaire method distributed to consumers of mashter cloth screenprinting production within the last 6 months. The sample used amounted to 89 respondents. With primary data processing using path analysis using the help of SPSS 25. The results of the study partially or directly show that all variables have t-values, t-counts, t-> tables, and sig levels. < 0.05. celebrity endorsers have a positive and significant effect on buying interest (2,276 > 1.9867) with a significant level of 0.026, E wom has a positive and significant effect on purchase decisions (2,114 > 1.9861) with a significant level of 0.014, while indirect influence shows that brand image is able to mediate independent variables against dependent variables . This is shown by the increase in the results t calculate indirect effects carried out with the sobel test. Brand image is able to mediate the influence of celebrity endorsers on buying interest with t count or sobel test results of (2.7485 > 1.9867), and Brand image is able to mediate the influence of E wom on buying interest with t count or sobel test results of (2.3594 > 1.9867).*

***Keywords:*** *celebrity endorser, E wom, brand image, buying interest*

# **Pengaruh Celebrity Endorser, Dan E Wom Terhadap Minat Beli Konsumen Dengan Brand Image Sebagai Variabel Intervening**

( Studi Kasus Pada Mashter Cloth Screenprinting Production )

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## **ABSTRAK**

Penelitian ini bertujuan untuk meneliti pengaruh *celebrity endorser*, dan *E wom* terhadap minat beli konsumen dengan *brand image* sebagai variabel intervening. Variabel yang digunakan yaitu *celebrity endorser* dan *E wom* sebagai variabel *independen*, minat beli sebagai variabel *dependen*, dan *brand image* sebagai variabel mediasi (*intervening*). Penelitian ini merupakan penelitian kuantitatif. Sumber data dalam penelitian ini yaitu data primer dengan metode pengumpulan data menggunakan metode kuesioner yang disebar kepada konsumen mashter cloth screenprinting production kurun waktu 6 bulan terakhir. Sampel yang digunakan berjumlah 89 responden. Dengan pengolahan data primer menggunakan analisis jalur (*path analysis*) menggunakan bantuan SPSS 25. Hasil penelitian secara parsial atau secara langsung menunjukkan seluruh variabel memiliki nilai t hitung > t tabel dan tingkat sig. < 0.05. *celebrity endorser* berpengaruh positif dan signifikan terhadap minat beli ( $2.276 > 1.9867$ ) dengan tingkat signifikan sebesar 0.026, *E wom* berpengaruh positif dan signifikan terhadap keputusan pembelian ( $2.114 > 1.9861$ ) dengan tingkat signifikan sebesar 0.014, sedangkan pengaruh tidak langsung menunjukkan *brand image* mampu memediasi variabel *independent* terhadap variabel *dependen*. Hal ini di tunjukan dengan adanya peningkatan hasil t hitung pengaruh tidak langsung yang dilakukan dengan *uji sobel tes*. *Brand image* mampu memediasi pengaruh *celebrity endorser* terhadap minat beli dengan hasil t hitung atau sobel tes sebesar ( $2.7485 > 1.9867$ ), dan *Brand image* mampu memediasi pengaruh *E wom* terhadap minat beli dengan hasil t hitung atau sobel tes sebesar ( $2.3594 > 1.9867$ ).

**Kata kunci:** *celebrity endorser*, *E wom*, *brand image*, minat beli