

**THE EFFECT OF CELEBRITY ENDORSER, BRAND IMAGE,
ELECTRONIC WORD OF MOUTH AND PRODUCT QUALITY ON THE
PURCHASE DECISION OF NIVEA PRODUCTS THROUGH PURCHASE
INTEREST AS AN INTERVENING VARIABLE**

ABSTRACT

The purpose of this study was to analyze the influence of celebrity endorser, brand image, electronic word of mouth, and product quality on purchase decision for NIVEA products through purchase interest as an intervening variable.

The analytical method in this study uses primary data, the test phases carried out are validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, t test, F test, coefficient of determination test and path analysis test. The data used in this study used a questionnaire instrument, and the sampling method in this study was non-probability sampling with purposive sampling techniques. The testing tool used is SPSS 25.

The results showed that celebrity endorsers, brand image, electronic word of mouth, and product quality have an effect on purchase intention. Celebrity endorsers and product quality have an effect on purchasing decisions while brand image and electronic word of mouth have no effect on purchasing decisions. The most dominant variable on buying interest is the brand image variable, while the most dominant variable on purchasing decisions is buying interest.

Keyword : Celebrity Endorser, Brand Image, Electronic Word Of Mouth, product quality, purchase decision, and purchase interest.

(xv + 90 + Attachment)

bibliography (2004 – 2022)