PENGARUH *CELEBRITY ENDORSER* NADIRA ALAYDRUS TERHADAP KEPUTUSAN PEMBELIAN LUXCRIME
(Survei pada *followers* akun Instagram @luxcrime_id)

ABSTRAK

Celebrity Endorser merupakan bintang iklan yang diharapkan mampu mempromosikan suatu produk agar konsumen tertarik. Penggunaan *celebrity endorser* diharapkan mampu menarik perhatian para konsumen serta mempengaruhi proses keputusan pembelian mereka terhadap sebuah produk. Tujuan dari penelitian ini 1). mengetahui *celebrity endorser* Nadira Alaydrus pada produk kosmetik Luxcrime, 2). mengetahui keputusan pembelian konsumen terhadap produk kosmetik Luxcrime, 3). mengukur seberapa besar pengaruh *celebrity endorser* Nadira Alaydrus terhadap keputusan pembelian Luxcrime. Pendekatan dalam penelitian adalah survei. Teknik pengumpulan dilakukan kepada 84 responden pada *followers* akun Instagram @luxcrime_id. Metode pengambilan sampel menggunakan Teknik *probalilty sampling*. Metode pengambilan kuesioner yang digunakan yaitu *random sampling*. Hasil dari penelitian ini menunjukan bahwa pengaruh *Celebirty Endorser* Nadira Alaydrus secara keseluruhan responden merespon baik (setuju), serta pengaruh *Celebrity Endorser* terhadap keputusan pembelian secara keseluruhan responden merespon baik (setuju) dari semua pernyataan variable Y dikuesioner penelitian, dan besarnya pengaruh *Celebrity Endorser* memiliki hubungan positif dan kuat sebesar 0,689 terhadap keputusan pembelian *followers* Instagam @luxcrime_id dengan persentase *Celebrity Endorser* sebesar 47,4% dan sementara sisanya 52,6% dipengaruhi oleh faktor lain. Sehingga nilai R square menunjukan angka 0,474 atau 47,4% yaitu, *Celebrity Endorser* Nadira Alaydrus berpengaruh terhadap Keputusan Pembelian Luxcrime.

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THE INFLUENCE OF CELEBRITY ENDORSER NADIRA ALAYDRUS ON LUXCRIME PURCHASE DECISION
(Survey on Instagram account followers @luxcrime_id)

ABSTRACT

Celebrity Endorser is an advertising star who is expected to be able to promote a product so that consumers are interested. The use of celebrity endorsers is expected to attract the attention of consumers and influence their purchase decision process for a product. The purpose of this study 1). knowing celebrity endorser Nadira Alaydrus on Luxcrime cosmetic products, 2). knowing consumer purchasing decisions on Luxcrime cosmetic products, 3). measures how much influence celebrity endorser Nadira Alaydrus has on Luxcrime purchase decisions. The approach in research is survey. The collection technique was carried out to 84 respondents on the followers of the Instagram account @luxcrime_id. Sampling method using probalilty sampling technique. The method of taking the questionnaire used is random sampling. The results of this study showed that the influence of celebirty endorser Nadira Alaydrus overall respondents responded well (agree), as well as the influence of celebrity endorser on the overall purchase decision of respondents responded well (agree) from all statements of variable Y Research questionnaire, and the magnitude of the influence of Celebrity Endorser has a positive and strong relationship of 0.689 to the purchase decision followers Instagam @luxcrime_id with the percentage of Celebrity Endorser of 47.4% and while the remaining 52.6% influenced by other factors. So that the value of R square shows a figure of 0.474 or 47.4%, namely, Celebrity Endorser Nadira Alaydrus influences the decision to purchase Luxcrime.