

RINGKASAN

Penelitian ini berjudul “Pengaruh *brand image*, *brand trust*, *perceived risk* dan *celebrity endorser* terhadap *purchase intention* Smartphone Xiaomi pada mahasiswa Universitas Wijayakusuma Purwokerto”. Tujuan penelitian ini untuk menganalisis pengaruh *brand image*, *brand trust*, *perceived risk* dan *celebrity endorser* terhadap *purchase intention* Smartphone Xiaomi pada mahasiswa Universitas Wijayakusuma Purwokerto.

Hipotesis dalam penelitian ini adalah *brand image* berpengaruh positif signifikan terhadap *purchase intention*. *Brand trust* berpengaruh positif signifikan terhadap *purchase intention*. *Perceived risk* berpengaruh positif signifikan terhadap *purchase intention*. *Celebrity endorser* berpengaruh positif signifikan terhadap *purchase intention*. Populasi dalam penelitian ini adalah mahasiswa di Universitas Wijayakusuma Purwokerto yang tidak diketahui jumlahnya, dengan sampel 100 responden. Teknik pengambilan sampel menggunakan *purposive sampling*. Analisis data menggunakan analisis regresi linear berganda dan pengujian hipotesis menggunakan uji t.

Hasil pengujian hipotesis yang pertama menyatakan bahwa *brand image* berpengaruh positif signifikan terhadap *purchase intention*, diterima. Hipotesis kedua menyatakan bahwa *brand trust* berpengaruh positif signifikan terhadap *purchase intention*, diterima. Hipotesis ketiga menyatakan bahwa *perceived risk* berpengaruh positif signifikan terhadap *purchase intention*, diterima. Hipotesis keempat menyatakan bahwa *celebrity endorser* berpengaruh positif signifikan terhadap *purchase intention*, diterima. Hal ini berarti meningkat atau menurunnya *purchase intention* antara lain di pengaruhi oleh variabel *brand image*, *brand trust*, *perceived risk* dan *celebrity endorser*.

Kata kunci : *Brand Image, Brand Trust, Perceived Risk, Celebrity Endorser, Purchase Intention*

SUMMARY

This research is entitled "The influence of brand image, brand trust, perceived risk and celebrity endorser on xiaomi smartphone purchase intentions in students of Wijayakusuma Purwokerto University". The purpose of this study was to analyze the influence of brand image, brand trust, perceived risk and celebrity endorser on xiaomi smartphone purchase intentions in students of Wijayakusuma Purwokerto University.

The hypothesis in this study is that brand image has a significant positive effect on purchase intention. Brand trust has a significant positive effect on purchase intentions. Perceived risk has a significant positive effect on purchase intention. Celebrity endorsers have a significant positive effect on purchase intentions. The population in this study was students at Wijayakusuma Purwokerto University who were not known in number, with a sample of 100 respondents. Sampling techniques use purposive sampling. Data analysis uses multiple linear regression analysis and hypothesis testing using the t test.

The results of the first hypothesis test stated that brand image has a significant positive effect on purchase intention, accepted. The second hypothesis states that brand trust has a significant positive effect on purchase intentions, accepted. The third hypothesis states that perceived risk has a significant positive effect on purchase intention, accepted. The fourth hypothesis states that celebrity endorsers have a significant positive effect on purchase intentions, accepted. This means an increase or decrease in purchase intentions, among others, influenced by variable brand image, brand trust, perceived risk and celebrity endorser.

Keywords : Brand Image, Brand Trust, Perceived Risk, Celebrity Endorser, Purchase Intention