

ABSTRAK

Nama : Nuri Vanila
Program Studi : Manajemen
Judul : Pengaruh *Celebrity Endorser, Brand Image, Online Customer Review* dan *E-Trust* Terhadap Keputusan Pembelian pada Marketplace Shopee.

Penelitian ini bertujuan untuk melihat Pengaruh *Celebrity Endorser, Brand Image, Online Customer Review* dan *E-Trust* Terhadap Keputusan Pembelian pada Marketplace Shopee. Data yang digunakan dalam penelitian ini adalah data primer sebanyak 108 responden. Metode yang digunakan untuk menganalisis hubungan antara variabel adalah metode analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial *celebrity endorser* berpengaruh positif dan signifikan terhadap Keputusan pembelian Pada *Marketplace shopee*, *brand image* berpengaruh positif dan signifikan terhadap Keputusan pembelian Pada *Marketplace shopee*, *online consumer review* berpengaruh positif dan signifikan terhadap Keputusan pembelian Pada *Marketplace shopee*, *e-trust* berpengaruh positif dan signifikan terhadap Keputusan pembelian Pada *Marketplace shopee*.

.

Kata Kunci: *Celebrity Endorser, Brand Image, Online Customer Review, E-Trust*, Keputusan Pembelian.

ABSTRAK

Name : Nuri Vanila
Study program : Manajemen
Title : *The influence of Celebrity Endorsers, Brand Image, Online Customer Reviews, and E-Trust on Purchase Decisions on the Shopee Marketplace.*

This research aims to examine the influence of Celebrity Endorsers, Brand Image, Online Customer Reviews, and E-Trust on Purchase Decisions on the Shopee Marketplace. The data used in this study is primary data from 108 respondents. The method used to analyze the relationship between variables is multiple linear regression analysis. The results of the study show that, partially, celebrity endorsers have a positive and significant effect on purchase decisions on the Shopee Marketplace, brand image has a positive and significant effect on purchase decisions on the Shopee Marketplace, online consumer reviews have a positive and significant effect on purchase decisions on the Shopee Marketplace, and e-trust has a positive and significant effect on purchase decisions on the Shopee Marketplace.

Kata Kunci: *Celebrity Endorsers, Brand Image, Online Customer Reviews, E-Trust, Purchase Decisions*