

## ABSTRAK

Penelitian bertujuan menganalisis pengaruh iklan televisi, *celebrity endorser*, dan *brand image* terhadap keputusan pembelian *shampoo* pantene. Jenis penelitian deskriptif kuantitatif dengan desain penelitian eksplanatori. Populasi dalam penelitian ini adalah seluruh Mahasiswa Fakultas Ekonomi Angkatan 2014 Universitas Muhammadiyah Jember, yakni sebesar 555 orang. Sampel yang diambil adalah 83 responden dengan teknik *purposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa iklan televisi, *celebrity endorser*, dan *brand image* secara parsial berpengaruh signifikan terhadap keputusan pembelian. Analisis koefisien determinasi menunjukkan bahwa 59,9%. Keputusan pembelian *shampoo* pantene dipengaruhi oleh iklan televisi, *celebrity endorser*, dan *brand image*.

Kata kunci: iklan televisi, *celebrity endorser*, dan *brand image*



## ABSTRACT

Research aims to analyze the influence of television advertising, celebrity endorser, and brand image of purchasing decisions pantene shampoo. Quantitative descriptive research type with explanatory research design. Population in this research is all student of Faculty of Economics Force 2014 University of Muhammadiyah Jember, that is equal to 555 people. Samples taken were 83 respondents with purposive sampling technique. Analyzer uses multiple linear regression. The results showed that television advertising, celebrity endorser, and brand image partially significant effect on purchasing decisions. The coefficient of determination analysis showed that 59.9%. Pantene shampoo purchase decision is influenced by television advertising, celebrity endorser, and brand image.

Keywords: television advertising, celebrity endorser, and brand image

