

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh dari *celebrity endorsement*, *brand image*, dan kualitas produk terhadap keputusan pembelian *skincare* merek somethinc pada mahasiswi Fakultas Ekonomi Dan Bisnis Universitas PGRI Adi Buana Surabaya. Mahasiswi Fakultas Ekonomi dan Bisnis PGRI Adi Buana Surabaya dijadikan populasi dalam penelitian ini dengan jumlah sampel 94. Penelitian ini menggunakan pendekatan kuantitatif. Teknik pengambilan sampel yang digunakan penelitian ini adalah *purposive sampling*. Kuesioner dibagikan kepada responden secara online menggunakan *google form* dan data jawaban responden dilakukan pengujian instrumen penelitian, pengujian asumsi klasik, analisis regresi linier berganda, uji hipotesis dan koefisien determinasi. Dari pengolahan data, ditemukan hasil variabel *celebrity endorsement* tidak berpengaruh signifikan terhadap keputusan pembelian *skincare* merek Somethinc. Hasil variabel *brand image* dan variabel keputusan pembelian ditemukan berpengaruh terhadap keputusan pembelian *skincare* merek Somethinc.

Kata Kunci : *Celebrity Endorsement*, *Brand Image*, Kualitas Produk, Keputusan Pembelian

ABSTRACT

The purpose of this study was to determine the effect of celebrity endorsement, brand image, and product quality on the decision to purchase skincare brand something on female students of the Faculty of Economics and Business, PGRI Adi Buana University, Surabaya. Students of the Faculty of Economics and Business PGRI Adi Buana Surabaya were used as the population in this study with a total sample of 94. This study used a quantitative approach. The sampling technique used in this study was purposive sampling. Questionnaires were distributed to respondents online using the google form and data on respondents' answers were carried out by testing research instruments, testing classical assumptions, multiple linear regression analysis, testing hypotheses and the coefficient of determination. From data processing, it was found that the results of the celebrity endorsement variable did not have a significant effect on the purchase decision for the Somethinc brand skincare. The results of the brand image variable and the purchase decision variable were found to influence the purchase decision for the Somethinc brand skincare.

Keywords: *Celebrity Endorsement, Brand Image, Product Quality, Purchase Decision*