

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *brand equity*, *celebrity endorser* dan harga terhadap keputusan pembelian pakaian merek *3Second* di Royal Plaza Surabaya. Pengambilan sampel dilakukan dengan metode *non probability sampling* jenis *insidental sampling*, dengan jumlah responden sebanyak 114 responden. Metode pengumpulan data menggunakan kuesioner. Analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linear berganda. Berdasarkan hasil analisis regresi linear berganda dapat diketahui koefisien regresi X_1 sebesar 0,360, X_2 sebesar 0,225, dan X_3 sebesar 0,218. Hasil uji t dapat diketahui nilai variabel *brand equity* sebesar $t_{hitung}=2,858$ dengan nilai sig. 0,005, *celebrity endorser* $t_{hitung}=2,187$ dengan nilai sig. 0,031, dan harga $t_{hitung}=1,477$ dengan nilai sig. 0,142. Sehingga dapat disimpulkan bahwa variabel *brand equity* dan *celebrity endorser* secara parsial berpengaruh signifikan terhadap keputusan pembelian. Sedangkan variabel harga secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: *brand equity*, *celebrity endorser*, harga, keputusan pembelian

ABSTRACT

This study aims to discover the effect of brand equity, celebrity endorser and price towards people's decision to purchase 3Second's products at Royal Plaza Surabaya. Sampling is done by applying insidental sampling in non probability sampling method with a total of 114 respondents. For data collection technique, this study uses questionnaire, while the data analysis used in this study is description and multiple linear regression analysis. Based on the multiple regression analysis, it is known that the regression coefficient of X_1 is 0,360, X_2 is found as 0,225, and X_3 as 0,218. The t test result shows that the value of brand equity variable is $t_{count} = 2,858$ with sig. value of 0,005, the value of celebrity endorser is discovered as $t_{count} = 2,187$ with sig. 0,031, and price as $t_{count} = 1,477$ with sig. of 0,142. Based on the data, it can be concluded that variable of brand equity and celebrity endorser partially give a significant effect on customers' decision in purchasing products. On the other hand variable of price close not partially influence customers' decision.

Keywords: *brand equity, celebrity endorser, price, customers' decision.*