

INTISARI

Penelitian ini secara umum bertujuan untuk menguji pengaruh *celebrity endorser*, *perceived product quality* dan *word of mouth* konsumen susu bubuk berkalsium Anlene di Surabaya. Sedangkan secara khusus bertujuan untuk menguji penemuan Matthew Tingchi Liu et al. (2007) yang menyatakan bahwa *celebrity endorser* mempengaruhi *purchase intention*, penemuan Elif Akagun Ergin & Handan Ozdemir Akbay atau Rodoula Tsiotsu yang menyatakan bahwa *perceived product* mempengaruhi *purchase intention*, dan penemuan Ying dan Chung yang menyatakan bahwa *word of mouth* yang positif akan meningkatkan minat beli konsumen.

penelitian yang digunakan adalah penelitian kausal (*causal research*), yang termaksud dalam penelitian kuantitatif. Penelitian kausal akan menitikberatkan pada pembuktian hipotesis, dan pemahaman teori melalui pembuktian/pengujian statistik, sehingga lebih mengarah pada hasil generalisasi dan menjelaskan fenomena secara terukur. dalam penelitian ini akan mengungkapkan hubungan variabel independent *celebrity endorser*, *perceived product quality* dan *word of mouth* terhadap variabel dependent *purchase intention*. Jenis data yang digunakan dalam penelitian ini adalah data primer, yaitu data yang diperoleh dari hasil survei dengan menyebarkan kuesioner kepada 150 responden. Responden yang digunakan ialah orang yang pernah membeli dan mengonsumsi produk susu bubuk berkalsium Anlene, pernah melihat dan mengamati iklan produk susu bubuk berkalsium Anlene yang dibawakan oleh indy barens minimal 3 kali dalam 3 bulan terakhir di segala media, dan pernah mendapatkan anjuran untuk jalan kaki 10.000 langkah dan minum Anlene setiap hari dari teman atau keluarga atau orang yang dihormati secara personal, berdomilisi di Surabaya, pendidikan minimal SMA atau yang sederajat. Pada penelitian ini digunakan aras interval, sebagai aras pengukuran. Aras interval yaitu bernilai klasifikasi, order (ada urutannya), dan berjarak (perbedaan dua nilai berarti). Kuesioner yang digunakan bersifat *close ended question*. Alternatif jawaban pada kuesioner tersebut menggunakan metode *numerical scale*. Dalam skala numerik, digunakan dua buah nilai ekstrim.

Temuan penelitian menunjukkan bahwa variasi variabel *celebrity endorser*, *Perceive Product Quality*, dan *Word of Mouth* mempengaruhi *purchase intention* konsumen susu bubuk berkalsium anlen di Surabaya sebesar 23,7%, sedangkan sisanya 77,8% dijelaskan oleh faktor-faktor lain.

Kata kunci: *celebrity endorser*, *Perceive Product Quality*, *Word of Mouth* dan *purchase intention*.

ABSTRACT

This study generally aims to test the influence of celebrity endorser, perceived product quality and Word of mouth Anlene consumer milk powder of calcium in Surabaya. While specifically intended to test the invention Matthew Tingchi Liu et al. (2007) which states that a celebrity endorser affect purchase intention, invention Akagun Handan Ozdemir Elif Ergin & Akbay or Rodoula Tsiotsu which states that perceived product quality affect product purchase intention, and invention Chung Ying said that positive word of mouth will increase interest in buying consumer.

research is the study of causal (causal research), which is referred to in quantitative research. Research will focus on proving a causal hypothesis, and understanding of theory through verification / testing statistics, so the more leads to generalizations and to explain the phenomenon is measured. in this study will reveal the relationship of independent variables celebrity endorser, perceived product quality and word of mouth on the intention to purchase the dependent variable. Data used in this study are primary data, which data obtained from the survey by distributing questionnaires to 150 respondents. Respondents, who are people who never buy and consume Anlene calcium milk powder products, have seen and observed advertising Anlene calcium milk powder products brought by indy barens at least 3 times in the last 3 months in all media, and ever get recommendation to walk 10.000 steps each day and drink Anlene from friends or family or dear person who lived in the city of Surabaya, at least at senior high school education or its equivalent. In this study, interval levels, as levels of measurement. Interval level that is worth classification orders (order not), and is (a difference of two average values). The questionnaire used was a closed question. Alternative answer to the questionnaire by using a numerical scale. In the numerical scale, using two extreme values.

The study found that the variation of variables celebrity endorser, perceived product quality, and Word of mouth influence anlene calcium milk powder consumer purchase intentions in surabaya by 23.7%, while the remaining 77.8% is explained by other factors.

Keyword: celebrity endorser, Perceive Product Quality, Word of Mouth dan purchase intention.