

PENGARUH *CELEBRITY ENDORSER*, ATRIBUT PRODUK DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN PRODUK MAMAHKE JOGJA
(Survey Pada Mahasiswa Prodi S1 Manajemen UPN “Veteran” Yogyakarta)

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ABSTRACT

This study aims to determine whether there is influence together and partially celebrity endorser, product and price attributes to the purchase decision of Mamahke Jogja products. The survey was conducted on the Management Department students of UPN "Veteran" Yogyakarta. Hypothesis was tested using multiple regression analysis method, F Test and t Test. The result of this research is that celebrity endorser, product attributes and price together have a significant influence to decision of purchasing Mamahke Jogja products. Celebrity endorser, product attributes and price also partially have a significant influence on purchasing decisions of Mamahke Jogja products.

Keywords : *Celebrity Endorser, Product Attributes, Price and Purchase Decision.*