

Concentration:
IBM

CELEBRITY ENDORSEMENT AND PRODUCT KNOWLEDGE
EFFECT ON CONSUMER BUYING DECISION OF YAMAHA NMAX
IN SURABAYA

Thesis for S-1



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IN SURABAYA**

THESIS

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By:

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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

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APPROVAL PAGE

THESIS

**CELEBRITY ENDORSEMENT AND PRODUCT KNOWLEDGE
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NMAX IN SURABAYA**

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FOREWORDS

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The author realizes that in this thesis still have many shortcomings, therefore criticism and constructive suggestions for further improvements are expected for further. Hopefully this paper can provide benefits and add insight to readers.

Surabaya,

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Celebrity Endorsement and Product Knowledge Effect on Consumer Buying Decision of Yamaha NMax in Surabaya

ABSTRACT

Celebrity endorsement and product knowledge is one of consumer consideration when buying a certain brand or product, and those factors sometimes become the consumer main reason or additional values for them to have the brand or product. Objective of this research is to know whether celebrity endorsement and product knowledge has effect on consumer buying decision of Yamaha NMax in Surabaya. A sample of 100 respondents who have bought NMax was taken to judge celebrity endorsement and product knowledge effect on consumer buying decision of Yamaha NMax in Surabaya. Yamaha NMax is chosen which is endorsed by celebrity distinctly. The data will be processed using SPSS, result of the study showed that either celebrity endorsement or product knowledge gives effect on consumer buying decision, but endorsement through celebrity has more influence then product knowledge. Implication for research and practice are discussed.

Keywords: Celebrity endorsement, Product knowledge, Consumer buying decision.

*Celebrity Endorsement and Product Knowledge Effect on Consumer
Buying Decision of Yamaha NMax in Surabaya*

ABSTRAK

Dukungan selebriti dan pengetahuan produk adalah salah satu pertimbangan konsumen ketika membeli suatu merek atau produk, dan faktor tersebut kadangkala bisa menjadi alasan utama atau sekedar nilai tambah bagi konsumen untuk memiliki merek atau produk tersebut. Tujuan penelitian ini adalah untuk mengetahui apakah dukungan selebriti dan pengetahuan produk memiliki efek pada keputusan pembelian konsumen terhadap Yamaha NMax di Surabaya. 100 sampel responden yang telah membeli NMax diambil untuk menilai pengaruh dukungan selebriti dan pengetahuan produk pada keputusan pembelian konsumen Yamaha NMax di Surabaya. Yamaha NMax dipilih karena didukung oleh selebriti yang jelas. Data akan diproses menggunakan SPSS, hasil penelitian menunjukkan bahwa baik dukungan selebriti maupun pengetahuan produk berpengaruh pada keputusan pembelian konsumen, namun dukungan selebriti lebih berpengaruh daripada pengetahuan produk. Implikasi untuk penelitian dan praktik dibahas.

Kata Kunci: Dukungan Selebriti, Pengetahuan Produk, Keputusan
Pembelian Konsumen