**ABSTRAK**

**PENGARUH PENGGUNAAN *CELEBRITY ENDORSER* DAN *SERVICE QUALITY* TERHADAP MINAT BELI KONSUMEN DI ALFAMART JAHARUN B KECAMATAN GALANG KABUPATEN**

**DELI SERDANG**

**OLEH :**

**CINDY CLAUDYA VAGLYN ISMON**

**NPM. 183114237**

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh penggunaan *Celebrity Endorser* dan *Service Quality* terhadap Minat BeliKonsumen di Alfamart Jaharun B Kecamatan Galang Kabupaten Deli Serdang.Teknik pengambilan sampel menggunakan *purposive sampling* yang berjumlah 93 responden. Metode pengumpulan data menggunakan angket/kuesioner. Hasil analisis regresi linear berganda diperoleh persamaan Y = 6,297 + 0,547X1 + 0,302X2. Pada uji parsial (Uji t) variabel *celebrity endorse* berpengaruh positif dan signifikan terhadap minat beli dengan nilai thitung sebesar 9,856> t tabel 1,986dan nilai signifikan 0,000< 0,05dan variabel *service quality* berpengaruh positif dan signifikan terhadap minat beli dengan nilai t hitung sebesar 4,804> t tabel 1,986dan nilai signifikan 0,000 < 0,05. Hasil uji signifikan simulatif (Uji F) variabel *celebrity endorse* dan *service quality* secara simultan atau bersama-sama berpengaruh positif dan signifikan terhadap minat beli dengan nilai F hitung 154,463> F tabel 3,10dan nilai signifikan 0,000 < 0,05. Hasil uji koefisien determinasi (R2) diperoleh nilai *R Square* sebesar 0,774, artinya variabel minat beli dapat dijelaskan sebesar 77,4% oleh variabel *celebrity endorser*dan*service quality* sementara sisanya 22,6% dijelaskan oleh variabel lain yang tidak dimasukkan dalam penelitian ini.

**Kata Kunci :*Celebrity Endorser, Service Quality* dan Minat Beli**

***ABSTRACT***

***THE EFFECT OF THE USE OF CELEBRITY ENDORSERS AND SERVICE QUALITY ON CONSUMERS' BUYING INTEREST AT ALFAMART JAHARUN B GALANG DISTRICT, DELI SERDANG REGENCY***

**CINDY CLAUDYA VAGLYN ISMON**

**NPM. 183114237**

*The objective of this research was to determine and analyze the effect of the use of Celebrity Endorser and Service Quality on The Interest in Buying of the Consumers in Alfamart Jaharun B Galang District, Deli Serdang Regency.The sampling technique uses purposive sampling which amounts to 93 respondents. The data collection method uses questionnaires. The results of multiple linear regression analysis obtained the equation Y = 6.297 + 0.547X1 + 0.302X2. In the partial test (Test t) the celebrity endorse variable had a positive and significant effect on buying interest with a tobserved value of 9.856> ttable of 1.986 and a significant value of 0.000< 0.05and the service quality variable had a positive and significant effect on buying interest with a tobserved value of 4.804> ttable of 1.986 and a significant value of 0.000 < 0.05. The results of the simulative significant test (Test F) of celebrity endorse and service quality variables simultaneously or together had a positive and significant effect on buying interest with a Fobserved value of 154.463> Ftable of 3.10 and a significant value of 0.000 < 0.05. The results of the coefficient of determination (R2) test obtained an R Square value of 0.774, meaning that the buying interest variable can be explained by 77.4% by the celebrity endorser and service quality variables while the remaining 22.6% is explained by other variables that were not included in this research.*

***Keywords: Celebrity Endorser, Service Quality and Buying Interest***