

ABSTRACT

Analisis Pengaruh *Celebrity Endorsement* dan Kualitas Produk Terhadap Keputusan Pembelian Produk Lokal (Studi Kasus pada Erigo)

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This study aims to determine the effect of Celebrity Endorsement and Product Quality on Erigo's Local Product Purchase Decisions in Jakarta and South Tangerang. The independent variables in this study are Celebrity Endorsement and Product Quality, while the dependent variable is Purchase Decision. The sampling technique used non-probability sampling with purposive sampling as many as 182 respondents. The analytical method used in this research is regression. From the test results, it can be stated that celebrity support has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on purchasing decisions, and jointly celebrity support and product quality have a positive and significant effect on purchasing decisions for local Erigo products.

Keywords: *Celebrity Endorsement, Product Quality, Buying Decision.*

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