

ABSTRAK

Putri Dwi Lestari, 2025. Pengaruh *Brand Image*, *Brand Ambassador*, *Fanatisme*, Kelompok Referensi, dan *Celebrity Endorser* Terhadap Minat Beli Konsumen (Studi Kasus Pada Konsumen *Handphone* Samsung di Kota Madiun). Skripsi Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E., M.M., Pembimbing (II) Dr. Apriyanti, S.E., M.M.,

Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image*, *Brand Ambassador*, *Fanatisme*, Kelompok Referensi, dan *Celebrity Endorser* Terhadap Minat Beli Konsumen (Studi Kasus Pada Konsumen *Handphone* Samsung di Kota Madiun) menggunakan metode kuantitatif dan teknik analisis deskriptif dengan metode survey. Data dikumpulkan melalui kuesioner yang dibagikan kepada 384 responden yang dipilih menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Data penelitian dianalisis dengan SPSS versi 25.

Dari hasil penelitian menunjukkan bahwa variabel *Brand Image* (X1), *Brand Ambassador* (X2), *Fanatisme* (X3), Kelompok Referensi (X4), dan *Celebrity Endorser* (X5) memiliki pengaruh positif dan signifikan terhadap Minat Beli Konsumen (Y) pada konsumen *handphone* Samsung di kota Madiun.

Kata Kunci: *Brand Image*, *Brand Ambassador*, *Fanatisme*, Kelompok Referensi, *Celebrity Endorser*, dan Minat Beli Konsumen

ABSTACT

Putri Dwi Lestari, 2025. *The Influence of Brand Image, Brand Ambassador, Fanaticism, Reference Groups, and Celebrity Endorsers on Consumer Purchase Intentions (A Case Study of Samsung Smartphone Consumers in Madiun City).* Thesis, Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisors (I) Dr. Karuniawati Hasanah, S.E., M.M., Supervisors (II) Dr. Apriyanti, S.E., M.M.

This study aims to determine the influence of Brand Image, Brand Ambassador, Fanaticism, Reference Groups, and Celebrity Endorsers on Consumer Purchase Intentions (A Case Study of Samsung Smartphone Consumers in Madiun City). This research uses a quantitative method and descriptive analysis technique with a survey method. The total sample obtained is 384. The sampling method used is non-probability sampling with a purposive sampling technique. The research data were analyzed using SPSS version 25.

The results of the study show that the variables Brand Image (X1), Brand Ambassador (X2), Fanaticism (X3), Reference Groups (X4), and Celebrity Endorser (X5) have a positive and significant effect on Consumer Purchase Intentions (Y) for Samsung smartphone consumers in Madiun City.

Keywords: *Brand Image, Brand Ambassador, Fanaticism, Reference Groups, Celebrity Endorser, and Consumer Purchase Intentions*