



**THE INFLUENCE OF ADVERTISING AND ENDORSEMENT ON
PURCHASE DECISIONS WITH PURCHASE INTENTION AS AN
INTERVENING VARIABLE ON SKINCARE PRODUCT
(STUDY ON STORE MS GLOW KUDUS)**

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**MANAGEMENT STUDY PROGRAM
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS MURIA KUDUS**

2023



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**This undergraduate thesis was submitted
as one of the requirements for complete the undergraduate education level
(S1)**

**At the Faculty of Economics and Business
Universitas Muria Kudus**

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APPROVAL SHEET

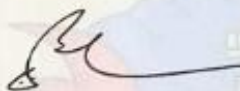
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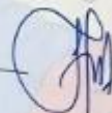
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MOTTO AND DEDICATION

Motto :

“Verily, Allah will not change the condition of his servants until they try to change their own condition” (Q.S. Ar-Rad 11)

Dedication :

1. Allah Who always helps and facilitates all my affairs, so that I can complete this thesis smoothly and well.
2. My beloved parents who have given motivation and enthusiasm to complete education as you expected. Thank you very much for your support.
3. My brother and sister who always support me.
4. My big family and friends and who always support me in finishing this thesis.
5. UMK Almamater.



FOREWORD

Praise be to Allah who has bestowed His grace, taufiq, guidance, and inayah so that the writer can complete this thesis with the title “The Influence of Advertising and Endorsement On Purchase Decision With Purchase Interest As An Intervention Variable at Skincare Produk Ms. Glow (Case Study on Store Ms. Glow Kudus). The preparation of this thesis is one of the requirements that must be met to obtain a bachelor's degree at the Faculty of Economics and Business Management Study Program, Muria Kudus University.

On this occasion the author would like to express his gratitude to all parties who have helped in the completion of the preparation of the thesis, especially to:

1. Prof. Dr. Ir. Darsono, M.Si. As the Chancellor of Muria Kudus University who has given the opportunity to complete this thesis
2. Dr. Kertati Sumekar, S.E., M.M. as the Dean of the Faculty of Economics and Business, Muria Kudus University, who has given permission to carry out this thesis research.
3. Nurul Rizka Arumsari, S.E., M.M. as Head of the Management Study Program, Faculty of Economics and Business, Muria Kudus University.
4. Sutono, S.E., M.M., Ph.D. as supervisor I and Ms. Dina Lusianti, S.E., M.M., A.A.K. my supervisor II who has guided, provided direction and helped me in completing the preparation of this thesis.
5. Lecturers of the Faculty of Economics and Business, Muria Kudus University who have given their knowledge to add insight for me.
6. Mr. Subandi and Mrs. Siti Zumaroh as parents who I motivate to improve the progress of my life.
7. My family especially Haris, Ida, Lilik, Didik, Naufal and Aqila who always support me.
8. Friends and friends that I cannot mention one by one.

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh iklan dan dukungan terhadap keputusan pembelian dengan niat membeli sebagai variabel intervensi pada produk perawatan kulit Ms. Glow di toko Kudus. Metode penelitian yang digunakan adalah metode kuantitatif. Kriteria pengambilan sampel menggunakan teknik non-probability sampling dengan jumlah sampel sebanyak 126 responden. Analisis data dalam penelitian ini menggunakan jalur analitik untuk menjawab hipotesis dengan program bantuan AMOS versi 24. Hasil penelitian menunjukkan bahwa: (1) Iklan tidak berpengaruh signifikan terhadap minat beli, (2) Endorsement berpengaruh signifikan terhadap minat beli, (3) Iklan berpengaruh signifikan terhadap keputusan pembelian, (4) Endorsement tidak berpengaruh signifikan terhadap keputusan pembelian, (5) Minat beli berpengaruh signifikan terhadap keputusan pembelian.

Keywords: *Advertising; Endorsement; Purchase Decision; Purchase Intention;*

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ABSTRACT

This study aims to examine the effect of advertising and support on purchasing decisions with purchase intention as an intervention variable on Ms. skin care products. Glow at the Kudus store. The research method used is a quantitative method. The sampling criteria used a non-probability sampling technique with a total sample of 126 respondents. The data analysis in this study used an analytical path to answer the hypothesis with the AMOS version 24 assistance program. The results showed that: (1) There was not significant effect of advertising on purchase intention, (2) Endorsement has a significant effect on purchase intention, (3) Advertising has a significant effect on purchase decisions, (4) Endorsement has not significant effect on purchase decisions, (5) Purchase intention has a significant effect on purchase decisions.

Keywords: Advertising; Endorsement; Purchase Decision; Purchase Intention;

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