

Happy Rohmana, 10311029, **Analisis Pengaruh *Dead Endorser* terhadap *Brand Personality* dan Dampaknya dalam Menciptakan Intensi Pembelian KukuBima Ener-G! (Studi pada Masyarakat di Wilayah Kebomas-Gresik)**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Februari, 2014

### **Abstraksi**

Penelitian ini bertujuan melakukan pengujian pengaruh secara langsung antara *dead endorser* terhadap *brand personality* dan intensi pembelian, serta pengaruh secara tidak langsung *dead endorser* terhadap intensi pembelian melalui *brand personality*. Sampel yang digunakan adalah 100 responden yang berada di wilayah Kebomas-Gresik dan pernah melihat iklan KukuBima Ener-G!. Metode analisis yang digunakan adalah *path analysis* (analisis jalur). Hasil analisis menunjukkan bahwa *dead endorser* berpengaruh secara langsung terhadap *brand personality*, *dead endorser* tidak berpengaruh secara langsung terhadap intensi pembelian, *brand personality* berpengaruh secara langsung terhadap intensi pembelian, dan *dead endorser* berpengaruh tidak langsung terhadap intensi pembelian melalui *brand personality*.

Kata kunci: *dead endorser*, *brand personality*, intensi pembelian

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### ***Abstract***

*This research aims to analyze the direct effect between dead endorser towards the brand personality and purchase intention, as well indirectly effect of dead endorser towards purchase intentions through brand personality. This research used samples as much 100 respondents who were in Kebomas-Gresik area and ever see ads of KukuBima Ener-G!. The analytical method used was path analysis. The analysis showed that the dead endorser has direct effect on brand personality, dead endorser has no direct effect on purchase intention, brand personality directly affects the purchase intention, and dead endorser has indirect effect on purchase intention through brand personality.*

*Key words: dead endorser, brand personality, purchase intention*