



**Analysis of the Effect of Television Ads, Social Media
Marketing, Celebrity Endorsements on Purchase
Intention of Le Minerale Products Mediated by Brand
Image**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain.

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ABSTRACT

Purpose This study aims to identify the factors influencing purchase intention of Le Minerale products in Indonesia mediated by brand image. Through this research, it is hoped to contribute to developing a more effective marketing strategy to increase the brand image and sales of Le Minerale products in Indonesian society.

Methodology In this study using quantitative methods, the population are people have seen advertisement of Le Minerale and consumed it. This study used a purposive sampling technique. Questionnaire as a data collection tool is distributed via a Google form. A total of 300 valid respondents were in this study, and the data were analyzed using Structural Equation Model (SEM).

Finding — Television advertising positively and significantly affects the brand image and purchase intention. Social media marketing also positively and significantly affects the brand image and purchase intention. Celebrity endorsement has a positive and significant effect on brand image and purchase intention, and brand image has a positive and significant effect on purchase intention of Le Minerale products.

Originality / Value Several studies have been conducted to identify the use of television advertising, social media marketing and celebrity endorsements as factors that have a positive and

significant impact on brand image and consumer purchase intentions. This study provides an understanding for marketers in developing marketing strategies that are effective, relevant and have an impact on consumer perceptions and purchasing intention.

Keywords — Television Advertising, Social Media Marketing, Celebrity Endorsement, Brand Image, Purchase intention, Le Minerale.

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