

**PERAN MEDIASI DARI *BRAND TRUST* DALAM
MEMPENGARUHI HUBUNGAN *PERCEIVED PRICE* DAN
CELEBRITY ENDORSEMENT TERHADAP *PURCHASE
INTENTION* PAKET UMRAH TRIDAYA TOUR DAN TRAVEL**

TESIS



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**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
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PADANG
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TESIS

*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister manajemen Fakultas Ekonomi dan Bisnis
Universitas Andalas*



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HUBUNGAN *PERCEIVED PRICE* DAN *CELEBRITY ENDORSEMENT*
TERHADAP *PURCHASE INTENTION* PAKET UMRAH
TRIDAYA TOUR DAN TRAVEL**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran mediasi dari *brand trust* dalam mempengaruhi hubungan *perceived price* dan *celebrity endorsement* terhadap *purchase intention* paket umrah Tridaya Tour dan Travel. Jenis penelitian yang digunakan dalam penelitian ini adalah *explanatory research*, dengan metode penelitiannya adalah *survey explanatory* yang mengedepankan metode kuantitatif. Sampelnya 175 jemaah yang pernah menggunakan dan berniat menggunakan biro perjalanan Tridaya Tour dan Travel untuk berangkat umrah. Teknik pengambilan sampel *purposive sampling*. Metode analisis data menggunakan *Structural Equation Modelling - Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa *perceived price* berpengaruh signifikan terhadap *brand trust*, *celebrity endorsement* berpengaruh signifikan terhadap *brand trust*, *brand trust* berpengaruh signifikan terhadap *purchase intention*, *perceived price* berpengaruh signifikan Terhadap *purchase intention*, *celebrity endorsement* berpengaruh signifikan Terhadap *purchase intention*, *perceived price* berpengaruh signifikan terhadap *purchase intention* dengan *brand trust* sebagai mediasi, serta *celebrity endorsement* berpengaruh signifikan terhadap *purchase intention* dengan *brand trust* sebagai mediasi

**Kata Kunci: *Perceived Price* Dan *Celebrity Endorsement*, *Brand Trust*,
*Purchase Intention***



**THE MEDIATING ROLE OF BRAND TRUST IN INFLUENCING THE
RELATIONSHIP BETWEEN PERCEIVED PRICE AND CELEBRITY
ENDORSEMENT ON PURCHASE INTENTION FOR TRIDAYA TOUR
AND TRAVEL UMRAH PACKAGES**

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ABSTRACT

This research aims to analyze the mediating role of brand trust in influencing the relationship between perceived price and celebrity endorsement on purchase intention for Tridaya Tour and Travel Umrah packages. The type of research used in this research is explanatory research, with the research method being an explanatory survey that emphasizes quantitative methods. The sample is 175 pilgrims who have used and intend to use the Tridaya Tour and Travel agency to go for Umrah. The sampling technique was purposive sampling. The data analysis method uses Structural Equation Modeling - Partial Least Square (SEM-PLS). The research results show that perceived price has a significant effect on brand trust, celebrity endorsement has a significant effect on brand trust, brand trust has a significant effect on purchase intention, perceived price has a significant effect on purchase intention, celebrity endorsement has a significant effect on purchase intention, perceived price has a significant effect on purchase intention with brand trust as mediation, and celebrity endorsements have a significant effect on purchase intention with brand trust as mediation.

Keywords: Perceived Price, Celebrity Endorsement, Brand Trust, Purchase Intention

