*ABSTRACT*

*Juan Julius / 28150004/2019 / The Influence of Celebrity Endorser, Product Quality and Product Innovation on Shose Purchasing Decisions of Specs / Advisor : Ms. Rita Eka Setianingsih, S.E, M.M.*

*In the modern era now it is not only technology and information that is developing but human needs are also growing. Secondary needs, which were originally necessities after primary needs are met, begin to become needs that are as important as primary needs. One of the secondary needs that are the main needs is the need in appearance. One aspect of looking that is a concern is shoes. Sales of shoes in Indonesia are dominated by foreign shoe products, so the authors choose Specs which are original shoes made in Indonesia.*

*In this study, the authors use theories to better understand the understanding and concepts related to the discussion of this thesis. These theories include: The theory of celebrity endorsers. Product quality, product innovation and purchasing decisions, risk reduction, noncompensatory models, and stages of purchasing decisions.*

*This study took a sample of 100 respondents conducted by distributing questionnaires using Google Form. The object of this research is Celebrity Endorser, product quality and Shoe Specs product innovation. While the sample procedure uses nonprobability sampling (random sampling) and the judgment sampling method (sampling consideration), where sampling is in accordance with criteria that have been determined by the authors who are considered factors, namely respondents who have used Shoe Specs. The data analysis technique used is the validity test, reliability test, classic assumption test, scale range and linear regression.*

*The results of this study indicate that the Celebrity Endorser variable, product quality and product innovation have an influence on purchasing decisions. With these results can indicate that the better Celebrity Endorser, product quality and product innovation can improve consumer purchasing decisions for a product.*

*The conclusion of this study is Celebrity Endorser, product quality and product innovation proven to have a significant effect on purchasing decisions in accordance with previous research. The author recommends that Specs retain selected Celebrity Endorsers and maintain product quality and develop innovations to make shoes more comfortable*

*Keywords: Celebrity Endorser, product quality, product innovation, purchasing decisions*