

## **ABSTRACT**

*There were differences in previous research results related to price perception variables, product quality, celebrity endorsers, purchasing interests, as well as purchasing decisions, attracting the authors to carry out this research.*

*This research applies quantitative methods. For sampling, non-probability and purposive samplings are used, while for analysis, SEM (Structural Equation Modeling) is used, which is an analysis technique that allows multiple relationships to be tested simultaneously.*

*The results of the research showed that in part, price perception variables, product quality, and celebrity endorsement had a significant positive influence on buying interest, as well as buying interest variables had significant positive impact on buying decisions.*

**Keywords** : *Price Perception, Product Quality, Celebrity Endorser, Buying Interest, Purchase Decision*

