

ABSTRACT

FERA DESTIANI, The Effect of Celebrity Endorsement on Purchase Intention with Brand Awareness as an intervening variable (Case Study of Pond 's Beauty Care Product Ads in the Kelapa Dua area of Tangerang Regency). (Supervised by Ari Anggarani).

This research was conducted to determine the effect of Celebrity Endorsement with Brand Awareness as an intervening variable on Purchase Intention of Pond's Beauty Care Products in the Kelapa Dua area of Tangerang Regency. Exogenous variables consist of Celebrity Endorsement, endogenous variables consisting of Purchase Intention and intervening variables consisting of Brand Awareness. This research was conducted on consumers in the Kelapa Dua area intending to buy Pond's Beauty Products and have watched Pond's Beauty Product advertisements at least in the last 2 months. The sample used is 100 respondents, with the sampling technique that is purposive sampling. This study uses Path Analysis techniques.

The results of this research showed that Celebrity Endorsement and Brand Awareness had a positive and significant effect on Purchase Intention. However, variable Brand Awareness doesn't have the power as an intervening variable.

Keywords : Celebrity Endorsement, Brand Awareness, Purchase Intention.