

## **ABSTRACT**

***DENNY EKA SAPUTRO, The influence of Celebrity Endorser and Product Quality on Purchasing Decision of Ultra Tea Boxes, Case Study at Larangan, Tangerang (Supervised by Mr. Abdurrahman).***

*The study aims to determine the effect of Celebrity Endorser (X1) and Product Quality (X2) on Purchasing Decision (Y) of Ultra Teh Kotak. From this research independent variables consist Celebrity Endorser and Product Quality, while the dependent variable is Purchasing Decision. The population in this study were people who had watched advertisements and bought ultra tea boxes with Rizky Febian as Celebrity Endorser found in the Larangan, Tangerang. Sampling using Non Probability Samling with Purposive Sampling technique. The sample in this research is 150 respondents. The analysis used in this research is multiple linear regression analysis.*

*The result showed that partially celebrity endorser and product quality have a positive effect an purchasing decision. Whle together celebrity endorser and product quality have a positive and significant effect to the purchase decision of ultra tea boxes. In this research, product quality is the most dominant variable influencing purchasing decision.*

***Keywords : Celebrity Endorser, Product Quality, Purchase Decision***