

ABSTRACT

NUR AHMAD SYAIFULLAH. The Influence of the used Celebrity Endorser Barcelona Football Team to Purchase Intention of Advan (guided by Tantri Yanuar Rahmat Syah). The purpose of this research is to find: 1. Influence of Celebrity Endorser with dimension of Credibility, Attractiveness and Power partial to purchase intention. 2. The influence of Celebrity Endorser with the dimensions of Credibility, Attractiveness and Power simultant to purchase intention. This research is a case study on the visitors of ITC Roxy Mas mall area of Central Jakarta. Data collection technique is done by distributing questionnaires to respondents. The population of this research is the visitor mall of ITC Roxy Mas mall area of Central Jakarta who bought Advan product gadget and have used Advan product before. Samples studied were 100 respondents. The sampling technique used is non probability sampling. Validity test using Kaiser Meyer Olkin (KMO) technique measure of sampling adequacy and reliability test using Cronbach's Alpha formula. Data analysis technique used in this research is Multiple Linear Regression Analysis, Test t and Test F. Based on the results of data analysis can be seen that: 1. Partially each variable of celebrity endorser with dimensions of credibility, attractiveness and power that significantly influence the purchase intention is the dimension of credibiity. 2. Simultaneously the variables of celebrity endorser with dimensions of credibility, attractiveness and power simultaneously have a significant effect on the purchase intention.

Keywords: credibility, attractiveness, power and purchase intention.