

ABSTRACT

This research has several problems in celebrity endorsers that are considered less attractive to consumers in making purchases, brand image is still lacking expansion and service quality is less than optimal. This study aims to analyze the effect of celebrity endorsers, brand image and service quality on purchasing decisions on Burmese cosmetics consumers. The research method used in this study uses multiple linear regression analysis. The type of data used in this study is qualitative data which is quantitative. The sample in this study amounted to 165 respondents using purposive sampling technique. The data collection method uses a questionnaire in the form of a questionnaire and e-form. The results showed that celebrity endorser had a positive effect on purchasing decisions, nerek image had a positive effect on purchasing decisions, service quality did not have a positive effect on purchasing decisions. In addition, celebrity endorsers, brand image and service quality on joint purchasing decisions also have a positive effect on purchasing decision.

Keywords: Celebrity Endorser, Brand Image, Service Quality, and Purchasing Decisions