

ABSTRACT

SANDY ARINATA. Influences the use of credibility endorser Rio Dewanto on purchasing decisions Pond's Men this study aims to determine the perfect of the use of celebrity endorser Rio Dewanto blessing to the buying decision Pond's Men (guided by Mrs. Suryari Purnama).

The independent variables consisted of celebrity endorser (credibility, attractiveness, and power) while the dependent variable is the decision purchase total sample used in this study were 150 people responden, responden this research is in the area of community petukangan south, South Jakarta method of analysis used in this study is discriminant analysis.

Results showed that only attractiveness which has a significant influence on purchasing decision with significant value of 0,049 ($<0,05$)

Keywords: Celebrity Endorser, Purchasing Decisions