ABSTRACT

NIDIA NOVIA SUHERMAN. *The Effect of Celebrity Endorser and Brand Image on Purchasing Decision of Product Clear Shampoo* (*Supervisor by* I'in Endang Mardiani).

The development of the business world is characterized by the increasing number of competitors. The company goal is to obtain maximum profit. Consumer purchasing decision will determine a company's sales and will affect profit to the company. Some of the factors that influence the purchasing decision is the celebrity endorser and brand image.

This study aims to determine the effect of celebrity endorser and brand image on purchasing decision. The method of analysis used is multiple linear regression analysis.

The population in this study is the consumers who know the show television advertising clear shampoo that endorsed by Agnes Monica and who ever buy clear shampoo, and use clear shampoo. The method of sampling used is non probability sampling with sampling method employ purposive sampling and quota sampling which consist of 150 responden.

The results based on multiple linear regression analysis showed that the variable celebrity endorser and variable brand image simultaneously and partially to have a positive influence and significant on purchasing decision and variable brand image was the most influence variable in forming the purchasing decision.

Keywords: *celebrity endorser, brand image, purchasing decision.*