

ABSTRACT

YUSFITA NUR AFIDA. *“The Influence of Celebrity Endorser on Consumer Buying Interest of Sunsilk Shampo by mediation Brand Image”*. (Supervised by Hasyim)

This research has three objectives. First, to analyze the influence of Celebrity Endorser on Brand Image. Second, to analyze the influence of Brand Image on Consumer Buying Interest. And the last is to analyze the influence of Celebrity Endorser on Consumer Buying Interest in mediation Brand Image.

Population on this research are all of women consumer’s who had saw Sunsilk Shampo advertising with Raisa as a Celebrity Endorser in Jakarta Barat region. The sample in this research are 120 respondents that choosen by Quota Sampling Method and Purposive Sampling Technique. And those data are calculated using Path Analysis as the statistics method for this study.

The result of this research, showed that Celebrity Endorser influenced significantly and positively to Brand Image. Second, Brand Image also significantly and positively had influenced to Purchase Intention. And the last, Brand Image influenced significant and positively to consumer buying interest of Sunsilk shampo without the mediation Brand Image.

Keyword: Celebrity Endorser, Brand Image, Consumer Buying Interest.