

## **ABSTRACT**

RENDI AGUSTIO, *analysis of the influence of Celebrity Endorser and advertisements against the decision of the purchase of instant noodles in the region Sarimi Karawaci, Tangerang (mentored by Ari Anggarani).*

*This research aims to know the influence of celebrity endorser and advertisements against the instant noodle Sarimi purchasing decisions. The independent variable in this study consists of celebrity endorser and ads, while the dependent variable is the purchasing decision.*

*Research methods used in sampling is a method of purposive sampling by the number of samples required 95 respondents who came from 19 statement questionnaire. Respondents to this study were respondents who never buy and watch the ads instant noodles Sarimi. Methods of analysis used is multiple regression analysis.*

*Research results show that the celebrity endorser and advertisement influence on purchasing decisions Sarimi instant noodles.*

***Keywords: Celebrity Endorser, advertising and purchasing decisions***