

## **ABSTRACT**

*This objective of this study is to determine the effectiveness of celebrity endorser as seen from three variables: credibility ( $X_1$ ), attractiveness ( $X_2$ ), and expertise ( $X_3$ ) are influential in the purchase decision ( $Y$ ) Pepsodent toothpaste products in Palembang . All three of these variables have a different effect. Therefore , to answer the problems that have been formulated will be done as empirical research. The research data obtained directly from deployment through questionnaires by using a likert scale of 1 (one) to 5 (five) were propagated randomly assigned to the user community of Pepsodent toothpaste products there are 100 respondents in Palembang in January 2014. The data that we used is processing data by using software of application statistical package for social Source (SPSS) version 20. Sampling technique using purposive sampling techniques, for analyze the data with a validity test, reliability test, the classic assumption test, multiple linear regression, f test and t test. The results of this study stated that the influence of the most influencing to the purchasing decisions ( $Y$ ) Pepsodent toothpaste products in Palembang is the attraction ( $X_2$ ) and expertise ( $X_3$ ) . Besides, that credibility ( $X_1$ ) does not have influence in the purchase decision ( $Y$ ) Pepsodent toothpaste product in Palembang*

***Keywords: Celebrity Endorser, Credibility, Attraction, Expertise, Purchase Decision***