

## **ABSTARCT**

This study aimed to examine the effect of attractiveness, credibility, and charisma celebrity endorser to the purchasing decision Pantene shampoo. The population in this study are all consumers who use Pantene shampoo. The sample set by using purposive sampling method. The sample of 100 respondents was obtained. Hypothesis testing using multiple regression analysis with SPSS ver. 16.0. This study qualifies the validity, reliability, normality test, multikoliniaritas, and free from heteroscedasticity, and test autokolerasi. From the regression equation, the value of the adjusted R square of 83 percent, it means 83 percent of purchasing decisions Pantene shampoo can be explained by the variable attractiveness, credibility, and charisma. Based on the results of the T test, the independent variables were the most dominant influence purchasing decisions Pantene shampoo is charisma is 0,000. It can be concluded that both the tensile data variables, credibility, and charisma are all positive influence on purchasing decisions.

**Keywords : attractiveness, credibility, charisma, and purchase decision.**