

ABSTRACT

The purpose of this study to examine the effect of celebrity Endorser Allysa Soebandono and Dudde Herlino on Pureit buying intention in Palembang. The data were obtained by distributing questionnaire for 138 respondents were intention to buy Pureit in Palembang. Sampel determines by using purposive sampling. The result showed visibility (X_1), attractiveness (X_3) and power (X_4) significantly effect on on Pureit buying intention in Palembang where significant value for each variables are 0.040, 0.000, and 0.001, > 0.05 for credibility (X_2) showed unsignificantly effect on on Pureit buying intention in Palembang where fisgnificant value for credibility is $0.109 > 0.05$

Keyword : celebrity endorser, visibility, credibility, attractiveness, Power, buying intention