

# **ABSTRACT**

## **ANALYSIS OF CELEBRITY ENDORSER AT HONDA VARIO MOTORCYCLE ADVERTISE ON CONSUMER PURCHASE INTEREST IN BANDAR LAMPUNG**

**By**

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A good marketing communications strategy is how a company is able to properly inform the public especially targeted customers about the existence of their products. One way to attract consumers is by using one or more to become a model in the ad, this is known as the celebrity endorser. The character of a celebrity endorser normally use celebrities to have significant effects on the messages conveyed. For the purposes of delivering the message, advertisers or manufacturers typically choose to use a well-known figures (celebrities). Ads Honda Vario is one form of communication by using celebrity endorser advertising.

Problems faced by the motor manufacturer Honda is the total unit sales of Honda Motor is always the highest compared to other brands, in 2006 Honda to launch new products, that is Honda Vario. So the problem in this research is "Does the use of Celebrity Endorser at Honda Vario ads influence consumer purchase interest of Honda Vario motorcycle in Bandar Lampung?".

The purpose of the writer to observe the effect of celebrities on a Honda Vario motorcycle purchase interest in Bandar Lampung.

The hypothesis proposed in this research are: credibility celebrities, celebrity appeal, the ability to be liked and significance celebrities, has a significant influence on consumer purchase interest. Hypothesis which states celebrity credibility, celebrity attractiveness, likeability celebrity, celebrity meaningfulness have a significant influence on the possibility of buying interest consumer acceptable. This is based on

the calculation of the value of Omnibus, the overall effect of the free variable to the possibility of increasing buying interest of 82%. The most dominant factor affect the likelihood of consumer purchase interest Honda Vario is a celebrity meaningfulness. This factor has a regression coefficient of 0694. This was followed by a factor of celebrity attractiveness, with a regression coefficient of 0608. The next factor is the celebrity likeability factor which has the effect of 0526. Celebrity credibility influential factor of 0515 to the possibility of buying interest by consumers Honda Vario.

Based on the results of the analysis suggested to the company for trademark holders Honda Vario still maintaining the use of Agnes Monica and VJ Daniel in the advertised product. This is because the consumer response to both this celebrity to the fourth factor consisting of meaningfulness celebrity, celebrity attractiveness, likeability celebrity and celebrity credibility can be played well by both.