

***EFFECT OF ATTRIBUTE CREDIBILITY AND ATTRACTIVENESS
CELEBRITY ENDORSERS DECISION ON BUYING TO PRODUCT
SUNSILK CLEAN & FRESH IN WOMEN CONSUMERS
IN BANDAR LAMPUNG***

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ABSTRACT

This study has the objective to analyze was Credibility and Attractiveness Celebrity endorsers simultaneously and partially have a significant influence on purchase decisions to Sunsilk Clean and Fresh shampoo. This study uses multiple linear regression analysis. The data used in this study using primary data obtained from the answers of the respondents who had used the Sunsilk Clean and Fresh given a few questions. selection of the sample in this study were all women has to see sunsilk clean and fresh advertising in television and using sunsilk clean and fresh as a hair treatment product. The results of this study indicate that there is a simultaneous influence on the variables credibility and attractiveness to the Decision to Purchase. The results of this study also shows the variables credibility and attractiveness have a significant effect partially to the Decision to Purchase. In effect there is a test of determination of 22,7% that influence purchase decisions are explained by the variables credibility and attractiveness, expertise, while the remaining 77,3% influenced by other variables and not included in this regression analysis.

Keywords: Credibility, Attractiveness and Buying Decision

PENGARUH ATRIBUT *CREDIBILITY* DAN *ATTRACTIVENESS CELEBRITY ENDORSER* TERHADAP KEPUTUSAN PEMBELIAN PRODUK SUNSILK *CLEAN & FRESH* PADA KONSUMEN WANITA
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ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisis *Credibility* dan *Attractiveness Celebrity Endorser* secara simultan dan parsial mempunyai pengaruh yang signifikan terhadap keputusan pembelian sampo *Sunsilk Clean and Fresh*. Penelitian ini menggunakan analisa regresi linier berganda. Data yang digunakan dalam penelitian ini menggunakan data primer yang diperoleh dari jawaban responden pengguna *sunsilk clean and fresh* yang diberi beberapa pertanyaan. Pemilihan sampel pada penelitian ini adalah kepada semua wanita yang pernah melihat iklan *sunsilk clean and fresh* di televisi dan menggunakan *sunsilk clean and fresh* sebagai produk perawatan rambutnya. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh secara simultan pada variabel *Credibility* dan *Attractiveness* terhadap Keputusan Pembelian. Hasil penelitian ini juga menunjukkan variabel *Credibility* dan *Attractiveness* berpengaruh signifikan secara parsial terhadap Keputusan Pembelian. Pada uji determinasi terdapat pengaruh sebesar 22,7% yang mempengaruhi Keputusan Pembelian yang dijelaskan oleh variabel *Credibility* dan *Attractiveness*, sedangkan sisanya 77,3% dipengaruhi oleh variabel lain dan tidak termasuk kedalam analisis regresi ini.

Kata kunci: *Credibility*, *Attractiveness* dan Keputusan Pembelian