ABSTRACT

Guruh. A. Putra / 21205057 / The Influence Of Advertaising To Make *Celebrity Endorser* Ringgo Agus Rahman Toward Purchase Decision CDMA Esia (a Study at Student of Management of Economic Faculty Indonesian Computer Univercity) / Under Educated Mrs. Raeny Dwisanty, SE., M.Si.

Tight of emulation him in telecommunications industry cause company have to make more marketing strategy more creative and innovative. One of them displayed advertisement in television. So that sent information through advertisement can draw attention cunsomer and target him can reach, advertisement require to be made insuch a manner one of the its way that is by using interesting endorser celebrity. As for intention of this research is (1). Knowing student of Management of Economic Faculty UNIKOM comment toward endorser celebrity (Ringgo Agus Rahman) at CDMA Esia, (2). Knowing decision of CDMA Esia purchase at Student of Management of Economic Faculty UNIKOM, (3). Knowing how big influence of celebrity endorser Ringgo Agus Rahman toward decision of CDMA Esia purchase at Student of Management of Economic Faculty UNIKOM.

Analisys method wich is used in this research is descriptive analisys and verifikatif, while technique withdrawal of sampel used technique purposive of sampel. So that obtained by the amount taken as responden counted 90 people. Technique data collecting the used is observation, interview, and kuesioner, here in after to know how far influence of endorser celebrity toward decision of CDMA Esia purchase at Student of Management of Economic Faculty UNIKOM hence by statistical test by using correlation analisys of rank spearman, where to facilitate data processing of writer use *SPSS.15.0 for Windows* software.

From spreading of kuesioner known that Ringgo Agus Rahman endorser celebrity have fulfilled all characteristic which must have by a endorser celebrity so that can form purchase decision consumer. Pursuant to result of examination of statistic got that Ringgo Agus Rahman endorser celebrity have aneffect on signifikan toward decision of CDMA Esia buying at Student Management of Economic Faculty UNIKOM correlation with of rate r=0.440. Where level of influence of Ringgo Agus Rahman endorser celebrity toward decision of CDMA Esia purchase at Student of Management of Economic Faculty UNIKOM equal to 19.36 % and the test equal to 80.64 % influenced by other factor which do not check by writer.

Keyword : Celebrity Endorser, Ringgo Agus Rahman, Purchase Decision