ABSTRACT

"The Effect of Brand Image and Advertising Using Celebrity Endorser Afgan and Cinta Laura Against the Consumer Purchase Decision On Honda Beat PT. Sinar Rejeki Lembang "

This Research aims to determine the influence is there between brand image and advertising using celebrity endorser Afgan and Cinta Laura on consumer perchasing at the Honda Beat in the PT. Sinar Rejeki Lembang.

The method used in this research is descriptive method with verivikatif and qualitative approach with quantitative approach. Analysis unit in this study is brand image, advertising using celebrity endorser, and consumers purchasing decisions on the Honda beat from PT. Sinar Rejeki Lembang. The population in this study is an average consumers who has purchased Honda Beat from PT. Sinar Rejeki Lembang in a year, total of 100 people selected as a study sample.

Statistical methods used in this study is the multiple linear regression analysis method, multiple correlation analysis, coefficient determination, and hypothesis test using the F test and t test. Where all calculations are performed using the statistical program SPSS 12.0 for windows.

The results obtained from the calculation coefficient of determination (KD) note that the brand image and advertising using celebrity endorser, influence on consumers purchase decisions by 50,3% and the rest 49,7% is influenced by other outside factors from factors of authors results that affect the buying decision.

Furthermore based on results obtained from the F test showed that the brand iamge and advertising using celebrity endorser significantly influence consumer purchase decisions simultaneously (together). And based on t test results showed that brand image significantly influence consumer purchase decisions partially advertisements using celebrity endorser also significantly influence the purchase decisions of consumers partially.

Keywords : Brand Image, Celebrity Endorser, and Consumer Purchase Decisions