

ABSTRACT

Celebrity endorser is a character (actor , entertainer , or athletes) are known to the public because of his achievements and act as those who talk about the product , which in turn can influence the attitudes and behaviors of consumers who refers to the product supports. Buying interest is the tendency of consumers to purchase or take action relating to the purchase of which is measured by the degree of likelihood that consumers make purchases .

Based on the above , the researchers are interested in doing research with the title "**THE EFFECT OF INTEREST BUY celebrity endorser COSMETICS (Case Study : Wardah Cosmetic Products) "**

The purpose of this study was to determine how Celebriy endorser on cosmetic products Wardah affect consumer buying interest . The population in this penlitan is Wardah Cosmetic consumers whose numbers can not be known .

Types and sources of data used in this research is to use quantitative data types . Source of data used are primary and secondary data , questionnaire data collection techniques , methods of measurement data using a Likert scale , validity and reliability , as well as techniques of data analysis using descriptive analysis .

Based on the research that has been conducted on four variables , namely Credibility , Visibility , Power of Attraction and found that there are two variables that can be used as an indicator in this study who had a significant influence on buying interest variables , namely Credibility and Visibility .

Keywords : Celebrity Endorser , Interests Buy