

ABSTRACT

Choosing celebrity endorser is not something done without consideration. Choosing celebrity endorser is not a cheap strategy, that's why the risk must be huge if the broadcasted advertisement failed to increase company sales. It is true that after using The S.I.G.I.T as Screamous celebrity endorser, Screamous gained some increase in their sales and makes their products well known between fanbase community of The S.I.G.I.T, but in their opinion this whole increase in sales is not in accordance with what was expected which around 7.5% - 10 % from what was firstly expected to increased 20% in sales.

This research will analyze the influence of endorser credibility consisting of Attractiveness, Trustworthiness, and expertise to consumer intention of purchase on Screamous distribution outlet.

Research method in this research is survey method. Type of this research is descriptive and verificative. Sample on this research is 400 Screamous consumer who influenced by THE S.I.G.I.T as celebrity endorser for Screamous. Methods of data collection was conducted through questionnaires via google drive application and distributing questionnaires directly to 400 Screamous consumer who influenced by THE S.I.G.I.T as celebrity endorser for Screamous.

The result showed that the endorser credibility simultaneously have a significant influence on consumer buying interest. Attractiveness variable and trustworthiness variable partially have a significant influence on consumer buying interest, while expertise variable did not have a significant influence on consumer buying interest. The coefficient of determination is equal to 65.3%. This means that the influence of independent variables consisting of Attractiveness, Trustworthiness, and expertise to consumer purchase interest is equal to 65.3% while the remaining 34.7% is explained by other variables not examined in this study.

Based on this research results, to increase consumer intention to purchase, Screamous should optimize attractiveness and trustworthiness aspect from The S.I.G.I.T. For example through the promotion showing that the products from Screamous is elegant, classy and good product, because according to this research results The SIGIT as endorser was able to show a good impression, elegant and classy to the products they are advertising.

Keywords: Endorser, Endorser Credibility, Attractiveness, Trustworthiness, Expertise, and Purchase Intention.