

ABSTRACT

Changes in people's lifestyles that currently tend to prefer to consume a beverage product that is fast and practically makes the demand for soft drinks continues to rise, including instant tea or RTD (Ready To Drink) Tea. Now, available various brands of RTD Tea which is produced from various companies. One of the companies that participate enliven of beverage market RTD Tea is Wings Food by launching "Teh Javana" product. In facing competition of RTD Tea market, Wings Food market their product by using celebrity endorser Maudy Ayunda in their advert which is expected to influence and persuade people so that interested to buy Tea Javana product. The purpose of this research is to determine the influence of celebrity endorser Maudy Ayunda, consisting of credibility and attractiveness towards purchase intention Tea Javana product.

Research methods that used are descriptive and causal. Research population is people in Bandung. Sampling technique conducted by incidental sampling by the number of respondent are 100 respondent. Data analysis using descriptive analysis and multiple regression analysis by hypothesis testing using the F test and T test.

Responses of respondents regarding celebrity endorser Maudy Ayunda obtaining a value of 74.48%. It showed celebrity endorser maudy ayunda in good categories. Purchase intention Teh Javana product in Bandung obtaining a value of 74,76%. It showed purchase intention of people in Bandung included in good category.

The Result of this research is celebrity endorser maudy ayunda consisting of credibility and attractiveness were simultantly influence on purchase intention of 57.7%, while the remaining 42.3% influenced by other variables not examined in this study. Variable credibility and attractiveness partially significant effect on purchase intention.

Key Words : *Celebrity Endorser, Purchase Intention, Multiple Regression*
