

Abstract

Commercials (celebrity endorser) serves as brand spokesperson order fast embedded in the minds of consumers, so that consumers want to buy the brand. In addition, celebrities also used as an appropriate tool to represent the segment the targeted market. Adidas is a company brand shoes Germany produces not only shoes, but clothes and various accessories complementary sports art value in every product. In some ads from the brand adidas, young stars of Hollywood like Justin Bieber, Pharrell Williams, Selena Gomez, and Kanye West was named to the endorser.

This study aims to determine the effect of celebrity endorser the buying interest in quantitative methods. This study was a kind descriptive and causal research using data analysis techniques regression simple. The population of this study were all students of business administration class A force of 2012 with the number of respondents as many as 43 people.

Celebrity endorsers are used in the adidas reached a value of 79.10%. case The show celebrity endorser included in either category, buying interest consumers on the adidas brand reached a value of 77.12%. It shows that consumers have a high intention to purchase adidas shoes.

Results from this study is the celebrity endorser comprised of visibility, credibility, attraction and power. Simultaneously influence significantly on consumer buying interest at 81.3% while the remaining 18.7% influenced by other variables not examined in this study. Variable visibility, credibility, attraction, and power is partially significant effect on consumer buying interest.

Keywords: Celebrity Endorser, Interests Buy, Simple Linear Regression.