

ABSTRACT

This study aims to know the implementation of celebrity endorser of products Greenlight is based on the perception of the consumer, to know the implementation of brand association product Greenlight is based on the perception of the consumer, to know the product purchasing decisions Greenlight based on the perception of consumers and to determine the influence of celebrity endorser and brand association on product purchasing decisions Greenlight partially and simultaneously.

The population of this research is that people who use the product Greenlight Bandung in Buah Batu Bandung, while samples taken as many as 400 respondents using purposive sampling technique. Research instruments tested for validity and reliability by looking r_{count} and r_{table} and Cronbach's alpha and all declared valid and reliable. Data analysis techniques used in this study using techniques deskriptive and multiple regression analysis.

The results of this study indicate that the Celebrity Endorser applied by Greenlight towards consumer have a percentage of 81.75%. This shows that the strategy of Celebrity Endorser for Greenlight rated by consumers. Brand Association applied by Greenlight towards consumers have a percentage of 81.35%. This shows that Brand Association had been created by Greenlight to consumers. purchasing decisions made by consumers Greenlight has a percentage of 81.13%. This shows that consumers buying interest Greenlight is high. celebrity endorser has $t_{count} (8.041) > t_{table} (1.96)$, and the brand association has $t_{count} (11.800) > t_{table}$. t_{table} obtained from $df = 400-3$ (variable amount) with a significant level of 0.05, meaning the relationship between celebrity endorser and brand association with the purchase decision is partially affected. While based on the results obtained from ANOVA calculated value F_{count} of 324.591. Because $F_{count} (324.591) > F_{table} (2.39)$ H_0 is rejected. Based on the significant value, with H_0 means the celebrity endorser and brand association Greenlight has a significant connection with purchasing decisions and influence simultaneously.

Keywords: *Celebrity Endorser, Brand Association and the purchase decision.*