

ABSTRACT

Many companies use advertising products assortment, the example is using celebrity endorser. One of the products that use the services of the endorser is a clear women shampoo starred by Agnes Monica. However, when Agnes Monica became clear women shampoo endorser in 2016 at clear women shampoos Top Brand Index had a significant decline. This study aims to determine how the celebrity endorser and brand image of clear women shampoo product and how much influence that celebrity endorser of the brand image of both partially and simultaneously. This study includes quantitative research, based on the purpose of this study included descriptive and causal.

Intake technique of sample data used in this study is nonprobability sampling with incidental sampling method, with respondents amount was 100 respondents. Data analysisist that used is descriptive analysis and multiple linear regression analysis using SPSS 20.

Based on the research results that celebrity endorser is in the position of either category with value of 70.3% and brand image is in good enough category with value of 60.6%. From the simultaneously celebrity endorser hypothesis testing result is positive and significant impact on the brand image with $F_{count} > F_{table}$ that is $23.955 > 2.467$ and significance $(0.000) < 0.5$. Based on the coefficient of determination obtained that celebrity endorser could explain that brand image value is 50.2%, and the remaining 49.8% is influenced by other factors which were not examined in this study.

Keywords: *celebrity endorser, visibility, credibility, attraction, power, brand image.*