

ABSTRACT

Many companies use advertising products assortment one of them is by using celebrity endorser. one of the products that use the services of celebrity endorser is Tresemme shampoo products. Celebrity Endorser used Tresemme shampoo manufacturers are Velove Vexia in 2012. At that time Velove Vexia was reached peak popularity in the field of acting.

This research aims to find out the influence of celebrity endorser Velove Vexia against buying interest shampoo tresemme using quantitative methods. This research is included in the type of descriptive research and kausal with biomedical engineering linier regression analysis simple. The population in this research is a student at the University of Business Administration Telkom 2013 Generation with the number of respondents 58 people.

Celebrity endorser used on shampoo Tresemme reach the value of 75,51%. This shows the celebrity endorser including in the category of good, buying interest consumers on shampoo Tresemme reach the value of 69,97%. This shows that customers have high intentions to buy shampoo Tresemme. The results of this research is the celebrity endorser consists of visibility, credibility, attraction, and power. Simultaneously significantly influenced against buying interest consumers for 11% while the remaining 89 percent explained by the other variables is not examined in this research as the trend (lifestyle) consumers.

Keyword: *Celebrity Endorser, Interest Buying, Marketing*

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