

ABSTRACT

Currently shampoo industry in the country, controlled by one of the big players that P & G market Pantene products. Pantene Shampoo chose Raline Shah as a celebrity endorser. Based on preliminary observations, the researchers found the problem of Raline Shah is less attractive to consumers to use Pantene Shampoo and low decision of kuantitas where consumers assess the availability of pantene shampoo products is still not complete in the shopping center.

The purpose of this research is to know how and how much influence of celebrity endorser Raline Shah to purchase decision of Pantene Shampoo in Bandung. This study used a sample of 100 respondents. This type of research is descriptive analysis with quantitative approach, the analysis used is simple linear regression. The sampling technique used in this research is nonprobability sampling with incidental sampling method, using SPSS 22.00 tool.

Based on the results of statistical calculations using the Software Statistic Program of Soacial Siencie (SPSS) version 22.00, the results obtained that the independent variables of celebrity endorser significant effect on purchasing decisions with the value of t count derived variable (X) celebrity endorser is 11.979 with a significance value 0.000. Then it can be concluded that $t_{hitung} > t_{table}$ is $11,979 > 1,987$ and $0,000 < 0,05$. Then it can be concluded that H_0 accepted, meaning the influence of celebrity endorser Raline Shah (X) to the purchase decision (Y) on Pantene Shampoo products in Bandung. Based on the result of determination coefficient analysis obtained R square equal to 0,594. This shows the effect of celebrity endorser variable to the purchase decision variable of 59.4%, while the rest of 40.6% influenced by other variables not examined in this study.

Keywords: Celebrity Endorser, Purchase Decision