

ABSTRACT

Technological changes each year have an impact on the changing style of communication, where people become more easily communicate with the presence of mobile phones or smartphones. The growing number of mobile phone users in Indonesia each year has also resulted in the growing number of cellular services companies. The growing number of these cellular services companies ultimately require that these companies compete to make their products as consumer choice products.

The use of celebrity endorsers in advertisements can be a way of influencing consumer purchasing decisions. One company that uses celebrity endorser is XL Axiata. Until 2016, XL Axiata invites actress Dian Sastrowardoyo to become a celebrity endorser in several ads that year. However, in the same year, XL Axiata decreased revenue from the previous year.

In 2018, traffic usage of XL data service in Bandung is 10% higher than Jakarta, so Vice President of PR XL Axiata puts Bandung as a priority city for data service, including in supporting infrastructure development. This is in line with the main advantages offered from XL Priority that is access data services offered, where customers can access the internet quickly, stable and will be prioritized in advance compared with non XL Priority customers. Thus, it is appropriate for XL Axiata to make Bandung a priority city or choice in introducing XL Priority.

This study was conducted to determine how much influence of use the celebrity endorser to purchase decision. This research is a quantitative research with the purpose of descriptive and causal research. Sampling technique used in this research is non-probability sampling with incidental sampling method to 100 respondents, where respondents in this research is XL Priority customer service in Bandung.

Analysis of data used is simple linear regression analysis by using software IBM SPSS 21 for windows. Based on research results, obtained percentage of 81.7% of the celebrity endorser variables and are in either category. Meanwhile, 81.6% of the percentage of purchasing decision variable, which is also in good category. Then get the overall result, that is equal to 24,8% celebrity endorser have influence to purchasing decision, and the rest, as much as 75,2% influenced other factor outside this research.

Keywords: celebrity endorser, purchase decision