

ABSTRACT

The development of the culinary world is getting more intense and inseparable from the current competition, requiring companies to be creative and innovate in order to survive. This triggers entrepreneurs to maximize in maintaining or increasing the company in order to compete with other similar companies. To be able to win the competition, entrepreneurs doing businesses such as increasing Advertising, utilizing Celebrity Endorsers in order to increase buying interest in their products. The purpose of this study is to obtain data and information that can provide an overview of how influential Advertising and Celebrity Endorsers are towards Buying Interest in Dino Donuts.

The research method used is a quantitative method with the type of research used is descriptive, with the measurement used is a Likert scale. The population in this research is consumers who know Dino Donuts with a sample of 100 respondents. The sampling technique used is Non-probability sampling, namely Purposive Sampling. Data processing is done using SPSS 23 statistical data calculation software.

Based on the results of hypothesis testing, Advertising and Celebrity Endorser on Buying Interests show a significant influence. Advertising variables with a value of t count of $3.792 > 1.98$ means that Advertising has a partially significant effect on Buying Interests. Celebrity Endorser variable with a tcount of $8.804 > 1.98$ means that Celebrity Endorser has a partially significant effect on Buying Interests. The results of the research obtained showed Fcount > Ftable ($57,234 > 3,09$). Then it can be stated that the Advertising and Celebrity Endorser variables simultaneously (together) affect the Buying Interest.

Keyword: Advertising, Celebrity Endorser, Buying Interest.