

ABSTRACT

This research is motivated by problems related to Celebrity Endorser, and Brand Image of Shopee Visitors in Indonesia. Based on the results of the pre-survey, overall the end of Shopee in Indonesia said that the Celebrity Endorser used by Shopee was less liked by the public and said that Shopee was a less comfortable place to shop. This is a problem that companies must immediately find a solution for. If this is allowed to cause harm to the company in the future, the company will lose consumers because it cannot meet the wants and needs of its customers.

This research uses quantitative methods with descriptive and causal research types. Sampling is done by non probability sampling method type Purposive Sampling, with 100 respondents. Data analysis techniques used descriptive analysis and multiple linear regression analysis.

Based on the results of a descriptive analysis of Celebrity Endorser, Brand Image, and Purchase Decision as a whole are in the good category. The results of multiple linear regression analysis techniques show Celebrity Endorser and Brand Image with the Purchase Decision variable having a positive / unidirectional effect. The amount of influence of Celebrity Endorser and Brand Image together or simultaneously has a significant effect on Purchase Decision of Shopee visitors in Indonesia. This can be seen from the results partially, Celebrity Endorser has no significant effect on Purchase. Partially, Brand Image has a significant effect on Purchase Decision.

Keywords : *Celebrity Endorser, Brand Image, Purchase Decision.*