

ABSTARCT

A Celebrity Endorser is someone who is known to the public for his superior achievements other than the product being endorsed. A celebrity endorser must have elements of attractiveness, trustworthiness, and expertise. The purpose of this study was to determine whether there is an effect of celebrity endorser on adolescent consumptive behavior and to find out how much influence celebrity endorser has on adolescent consumptive behavior. The method used in this study is quantitative with data analysis techniques using simple linear regression analysis. The results of this study indicate that when there is an increase in celebrity endorser by one unit, consumptive behavior will increase by 0.309 one unit. The influence of celebrity endorser on adolescent consumptive behavior is 9.6%, and the rest is influenced by other factors not examined in this study.

Key Words: *Celebrity Endorser, Consumptive Behaviour*