

ABSTRACT

The Effect of Celebrity Endorser Use in an Advertising On Intention to Buy Yamaha Motorcycle's Product in Students in Sleman Regency, Special Territory of Yogyakarta

The purpose of this study was to determine the effect of attractiveness, trustworthiness, expertise, respect and similarity variables of celebrity (Jorge Lorenzo and Valentino Rossi) that were used as endorser individually (partially) on purchase intention of products in Yamaha motorcycles. In addition, this study also aimed to determine the effect of variable attractiveness (attractiveness), trust (trustworthiness), skills (expertise), respect and similarity celebrity (Jorge Lorenzo and Valentino Rossi) were used as endorser together (simultaneously) to interest in purchasing products motorcycles Yamaha.

This research includes the study of ex post facto. The population in this study were all students in the Sleman district of Yogyakarta, which does not have a motorcycle. The number of samples was 100 respondents. Instrument research used questionnaires. Methods of data analysis used quantitative analysis with multiple linear regression.

The results showed that the attractiveness variable, trustworthiness, expertise, and respect of celebrities endorser (Jorge Lorenzo and Valentino Rossi) has a significant effect individually (partially) on purchase intention of products in Yamaha motorcycles. One variable, the similarity does not have a significant effect individually (partially) on purchase intention of products in Yamaha motorcycles. Variable of attractiveness, trustworthiness, expertise, respect and similarity of celebrity endorser (Jorge Lorenzo and Valentino Rossi) have significant effects together (simultaneously) on purchase intention of products in Yamaha motorcycles.

Keywords : celebrity endorser, attractiveness, trustworthiness, expertise, respect, similarity