

ABSTRACT

This research aims to know the influence of product quality, pricing, and advertising Star (celebrity endorser) towards restarting consumer buying interest on cosmetics Wardah in Bandung Indah Plaza. Formulation of the problem in this research is how the opinions of consumers about the quality of cosmetic products Wardah, how the opinions of consumers about price given Cosmetic Products, how consumer opinions about celebrity endorser used by cosmetic Wardah, How to restart a consumer purchase interest in cosmetics Wardah, and how great the influence of product quality, price, and celebrity endorser towards restarting the simultaneous buying interest and partial on cosmetics Wardah.

The methods used in this research is the author of research descriptive and verifikatif with the data collection technique study of librarianship, studies in the field, and a questionnaire. As for the size of the population as much as 835 people with the samples examined were numbered 90 people. While the sampling technique that is used to calculate the magnitude of sample size is nonprobability sampling. And the methods of analysis used was Multiple Linear regression analysis method. Test validity, Reliability Test, Multiple Correlation Analysis, determination of the coefficient of Simultaneous Hypotheses, test (test F), Partial Hypothesis Test (test T), the coefficient of determination of Partial coefficients of Determination, and simultaneous. In accordance with the calculation of statistics, product quality, price and celebrity endorser delivers repeated buying interest influence on the consumer cosmetics Wardah in Bandung Indah Plaza of 58.3% while the rest of 41.7% is the contribution of other variables in addition to the Products, prices and Celebrity Endorser.

Keyword: product quality, price, Celebrity Endorser, Buying Interest.