

ABSTRACT

This study aims to determine the effect of brand image and celebrity endorser on purchasing decisions (survey on the Bandung Makuta consumer Van Deventer branch) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 85 respondents. Testing research instruments using validity and reliability tests. Data analysis method used is multiple linear regression analysis, multiple correlation and coefficient of determination. The results showed that there was a positive and significant influence between brand image and celebrity endorser on purchasing decisions. The magnitude of the effect of brand image and celebrity endorser on purchasing decisions simultaneously amounted to 55.7% and the remaining 44.3% influenced by other variables not examined. Partially the magnitude of the influence of brand image on purchasing decisions by 50.7% and the influence of celebrity endorsers on purchasing decisions by 5%, so it can be concluded that brand image provides the greatest influence on purchasing decisions.

Keywords: Brand Image, Celebrity Endorser, and Purchase Decision