

## **ABSTRACT**

*This study aims to determine the effect of product design and celebrity endorser on purchasing decisions (surveys on consumers of Clothing Flashy Bandung) simultaneously or partially. The research method used is descriptive and verification method with a total sample of 100 respondents. Testing of 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 product design and celebrity endorser of purchasing decisions. The magnitude of the effect of product design and celebrity endorser on purchasing decisions simultaneously is 79,4% and the remaining 20,6% is influenced by other variables not examined. Partially the magnitude of the effect of product design on purchasing decisions is 45,8% and the influence of celebrity endorser on purchasing decisions is 33,6%, so that it can be concluded that product design has the most influence on purchasing decisions.*

***Keywords : Product Design, Celebrity Endorser and Purchasing Decision***