

ABSTRACT

This research begins with the discovery of problems in the purchase decision process, the problem in this study is the low purchase decision process caused by brand image and the low quality of celebrity endorser.

The purpose of this study was to find out how the influence of brand image and celebrity endorser to the purchase decision process, either simultaneously or partially. The research method used is descriptive and verifikatif with the number of samples that is 91 respondents. Data collection techniques used is a study field and library. Methods of data analysis used is multiple regression analysis, multiple correlation analysis, and coefficient of determination analysis.

The results of this study showed the influence of brand image and celebrity endorser to the purchase decision process positively and significantly. Brand image and Celebrity endorser give effect on purchase decision process equal to 72,2%, influence of the dominant independent variable is celebrity endorser equal of 48,2%, brand image equal to 24%.

Keywords: Brand Image, Celebrity Endorser, Purchase Decision Process