

## **ABSTRACK**

*Donkey Bros Coffee & Beverage is a food and beverage company which was founded by Aulia Rachman in 2017. The company offers a variety of beverages ranging from processed coffee, juice, tea and other drinks, and offers a variety of foods ranging from fried rice, bread, noodles and other foods. Donkey Bros Coffee & Beverage is located on Jl. Progo No.34, Citarum, Kec. Bandung Wetan, Bandung City.*

*This study aims to determine how much influence the celebrity endorsement on sales goals at Donkey Bros. Bandung. Research methods used by researchers are quantitative methods, primary data collection techniques with non-participant observation, structured interviews, and questionnaires. In addition, researchers use secondary data collection techniques by means of library studies such as theories that underlie research problems. Samples taken were 50 consumers. Processing data obtained were analyzed using data analysis techniques, namely the analysis of the scores of each variable, the validity test, the reliability test, simple linear regression, hypothesis testing, and the coefficient of determination analysis.*

*The results showed that there was a positive influence of celebrity endorsement on sales goals at Donkey Bros. Bandung by 70.8%. The remaining 29.2% are other factors outside the study such as market conditions, conditions and the ability of sellers, capital, and organizational conditions of the company.*

*Suggestions that researchers can point out are that companies should conduct research to determine sales targets and profit targets, companies should form a special marketing division in the field of endorsement, companies should hold more promos through social media (Instagram, Facebook, Twitter) and the web so consumers continue make purchases on products, and companies should add and complete facilities for the convenience of consumers.*

*Keywords: Celebrity Endorsement, Sales Purpose*

