

ABSTRACT

A company usually that does not spend a little money to make a celebrity to star in their ads. As has been done "Greenlight Clothing" who does celebrity endorsement strategy using Ariel Noah as its endorser is expected to have a positive impact for the Greenlight Clothing. This study aims to determine consumer response to Ariel Noah as a celebrity endorser Greenlight clothing, knowing brand image of Greenlight Clothing, determine the influence of Ariel Noah as a celebrity endorser of Greenlight clothing on brand image.

This study uses quantitative methods to data obtained through questionnaires and using respondents as many as 100 people. Then the data obtained were processed using descriptive analysis, simple linear regression method, the coefficient of determination, the significance test (Test-T).

From the calculations showed that the coefficient of determination R square is worth 0.456 which means celebrity endorser affect brand image by 45.6% while the remaining 54.4% is influenced by other variables not examined in this study. While the results of the test (t-test) showed 9.070 t greater than t table 1.66 which means celebrity endorser significantly affect brand image.

Key Words : Brand Image, Celebrity Endorser, Greenlight.