

ABSTRACT

Geoff max is one of the local fashion product brands originating from Bandung Jawa Barat. This study aims to find out how the influence of celebrity endorser and country origin on simultaneous purchasing decisions on Geoff Max Bandung and the influence of celebrity endorsers and country origin on the decision to partially on Geoff Max Bandung. The case study in this study is aimed at Geoff Max shoe product consumers in Bandung in 2019.

This research is descriptive and causal, with 100 respondents as respondents. Respondents came from consumers of Geoff's shoe products Max who resided in Bandung. The method used in this study is a quantitative method. Then the measurement scale used in this study is the Likert scale. Sampling is done by non-probability sampling method with a type of purposive sampling

The data analysis technique used in this study is multiple linear regression analysis. From this study, the results show that the celebrity endorser and country origins simultaneously have a positive and significant effect on purchasing decisions and celebrity endorsers and country origin partially and have a positive and significant effect on purchasing decisions.

From the results of data processing, it is known that the variable celebrity endorser and country of origin have a positive and significant influence on the buyer's decision. This is evidenced by the value of the variable celebrity endorser > t table (4,327) > t Table (1,9850) and t count the country of origin variable (5,015) > t table (1,9850) > 1,671) with the variable celebrity endorser level of $0,001 < 0,005$ and the significance level of the country of origin variable is $0,013 < 0,05$. As a whole the influence of celebrity endorser and country of origin on purchasing decisions contributes an influence of 58.3% and the remaining 41.7% is influenced by other variables outside of this study

Keywords: *Celebrity Endorser, Country of Origin, Purchasing decision.*