

ABSTRACT

Smartphone users in Indonesia currently have a rapid growth. The increasing growth of smartphone penetration has led to intense competition among smartphone vendors in Indonesia. This competition is felt by Samsung companies that compete with smartphone vendors from China who began to dominate the smartphone market in Indonesia. This causes Samsung company to run into decreasing market share, which is characterized by consumer purchasing power is getting weaker every year. This competitive environment requires companies to work harder in carrying out effective marketing communication activities. Using celebrity endorsers is one of the effective marketing communications to attract consumers' attention, because celebrity endorsers have special dimensions such as Attractiveness, Expertise, and Trustworthiness. Using celebrity endorsers can be trusted to have a positive influence on consumers' purchase intentions.

The purpose of this research is to find out how much influence of celebrity endorser has towards purchase intention on Samsung smartphones and how much the dimensions of Attractiveness, Expertise, and Trustworthiness contribute to the formation of Celebrity Endorser variables.

The research method used a quantitative method by distributing questionnaires online via Google Form to 400 respondents. Then the data analysis technique used in this study is Structural Equation Modeling (SEM) assisted by SmartPLS software 3.3.2.

Based on the results of hypothesis testing found that there is a positive and significant relationship between celebrity endorser to purchase intention. In addition, the dimensions of Attractiveness, Expertise, Trustworthiness have been proven to contribute positively to the formation of celebrity endorser variables. The Expertise dimension has the biggest contribution to the formation of celebrity endorser variables, followed by the Trustworthiness dimension and finally the Attractiveness dimension has the smallest contributor to the formation of celebrity endorser variables.

It can be concluded that all hypotheses in this study can be accepted. This research is expected to provide benefits and knowledge to other researchers regarding the dimensions of celebrity endorser and can be used as an evaluation for Samsung companies in choosing celebrity endorsers.

Keywords: Attractiveness, Celebrity Endorser, Expertise, Trustworthiness, Purchase Intention.