

ABSTRACT

This research was conducted to determine the decision making of Bittersweet By Najla consumers with the AISAS model supported by Celebrity Endorsed Advertisement. The purpose of this study was to examine the Decision Making Processes of Bittersweet By Najla consumers with the AISAS model and the effect of Attention on Interest, Interest on Search, Search on Action, Action on Share of Bittersweet By Najla consumers.

This research uses a quantitative method and descriptive research. The sampling technique used a non-probability sampling technique with a purposive sampling type with a total of 100 respondents. The data analysis technique used descriptive analysis using the Structural Equation Model - Partial Least Square (SEM-PLS).

The result of SEM-PLS analysis showed that Attention has a positive and significant effect on Interest. Interest has a positive and significant influence on Search. Search has a positive and significant influence on Action. Action has a positive and significant effect on Share.

Keywords: Attention, Interest, Search, Action, Share, Celebrity Endorsed Advertisement