

ABSTRACT

The Pantene conditioner ad that aired on January 2, 2022 has enlivened the advertising world because it is much different from the previous Pantene ad. As is known, Pantene ads are synonymous with beautiful women like Maudy Ayunda to Anggun C Sasmi. Artist's use describes Pantene's products as elegant and classy. In this advertisement, Pantene conditioner uses Keanu as the artist in the advertisement for the product. The purpose of this study was to determine the effect of advertising on purchase intention with Celebrity Endorser as a moderating variable (Case Study of Advertising on Youtube for Pantene Conditioner Products in Jakarta).

In this study, this type of approach uses a quantitative approach with the X variable being advertising and Celebrity Endorser as the moderator variable, and the Y variable in this study is buying interest. In this study, the population is all people who have seen the commercial pantene conditioner in Jakarta. The data analysis technique used is descriptive analysis to determine the magnitude of advertising perception, buying interest and celebrity endorser. As well as testing using simple linear regression and Moderated Regression Analysis, where testing is carried out using SPSS version 26.

Based on the results of the t test, the advertising variable has a t count value of 12,968 which is greater than the t table, which is 1,984. The value of the coefficient of determination R Square of the independent variable (advertising) in this study was 0.632 or 63.2%. And the results of the t-test produced by the celebrity endorser variable are 6.813, which is greater than the t-table, which is 1.984 with a coefficient of determination R Square that is 0.751 or 75.1%, which means that the presence of Keanu Agl as a celebrity endorser in the Pantene conditioner advertisement affects buying interest by 75.1 %.

Keywords: Advertising, Buying Interest, Celebrity Endorser.