ABSTRACT

This study examines the effect of celebrity endorsement (celebrity attractiveness, celebrity trustworthiness, and celebrity cause fit) followed by brand/product features (brand awareness, brand associations, perceived quality, brand associations, brand loyalty, and brand credibility) on buying interest in Sun Care Series or Azarine Sunscreen. This research uses a descriptive method with a quantitative approach. The sampling technique in this study is non-probability sampling and purposive sampling. Data processing using the IBM SPSS software application, to 400 respondents.

Based on the research results, celebrity endorsement and brand / product features have a significant influence on buying interest, simultaneously. This is evidenced by the results of the f test with a value in the F test sig value <0.05 and f_(count) 76.080> F table 1.94. With the results of the analysis of the Coefficient of Determination Test, it shows that celebrity endorsement and brand / product features have an effect of 60.9%. In addition, partially brand loyalty and brand credibility have a significant effect on buying interest.

Keywords: celebrity endorsement, brand/product features, purchase intention, Azarine