

**THE EFFECTS OF CELEBRITY ENDORSEMENT ON CONSUMERS'
ATTITUDE TOWARDS THE BRAND AND PURCHASING INTENTION**

THESIS

Presented as Partisial Fulfillment of Requirements for the

Degree of Sarjana

Ekonomi (S1) in International Business Management Program

Faculty of Economics Universitas Atma Jaya Yogyakarta



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ATTITUDE TOWARDS THE BRAND AND PURCHASING INTENTION**

**Be accepted in partial fulfillment of the requirements for the Degree of Sarjana
Ekonomi (S1) in International Business Management Program
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ATTITUDE TOWARDS THE BRAND AND PURCHASING INTENTION**

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Stella Chrisma Adyatami

ACKNOWLEDGEMENT

Foremost, the writer would like to express the deepest joy and grateful to her lovely Father, Jesus Christ, for His love, bless, so she can finish this thesis and her whole study in Atma Jaya Yogyakarta University.

In writing this thesis, the writer faced a lot of difficulties and problems in analyzing and collecting the data that without much help from the following people, it was impossible for her to finish this thesis. Therefore, the writer would like to express the gratitude to:

1. Her lovely dad and mom, one and only super-brother and her big family for the care, love, patience, pray and endless supports. Thank you for having faith in her, being her shelter and her hope-charger.
2. The best supervisor, Mrs. Mahestu N. Krisjanti for always give so much love, patience, guidance and support in this thesis. Thank you for being her favorite lecturer.
3. All of lectures in Atma Jaya Yogyakarta University for the precious knowledge that have given to her.
4. The best international administration staff office, Mr. Adit. Thank you for super best services and informations which help her so much during study period and thesis project.
5. Her one and only super-best hero, Kim Ji Hun, who always fill her world with so much happiness, joy and love everyday. Thank you for always on her side and being a part of her life.

6. Her super-duper-beautiful rangers – Bebe Centel, Pieka, Shiro Cyfee, Gebong, Ndoly, Debby and Endah who always spread the endless love, biggest laugh, best support and the most colorful life for her. She is so lucky and no words can express her happiness to have all of them in her life.
7. All of her friends, especially for IBMP 2011 and FE UAJY 2011, which can not mention one by one. Thank you for all happy time and precious moment that the writer have been through all these time.
8. Last but not least, for all respondents who have participated in answering the questionnaires, without your help this research can not be done.

Stella Chrisma Adyatami

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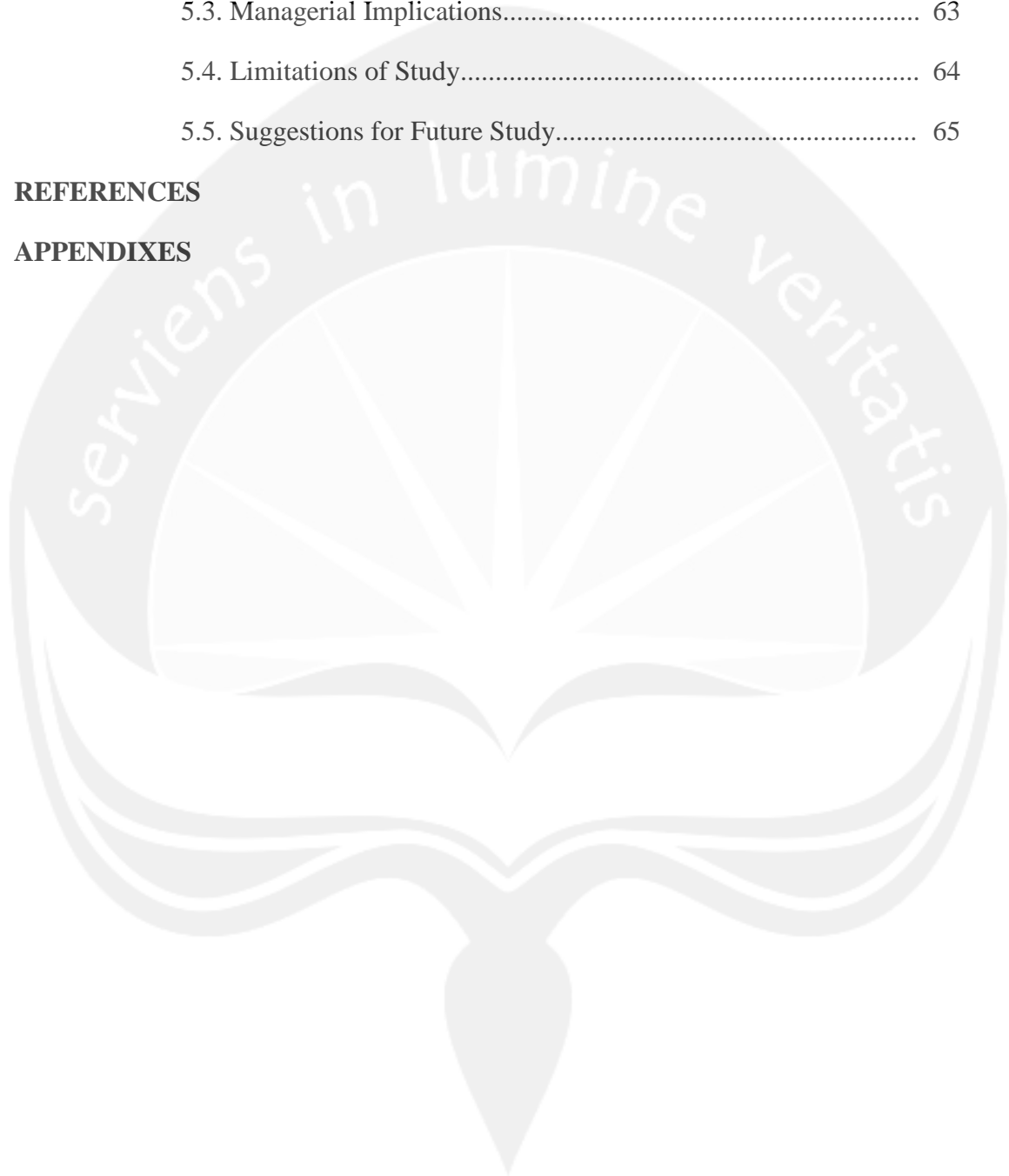
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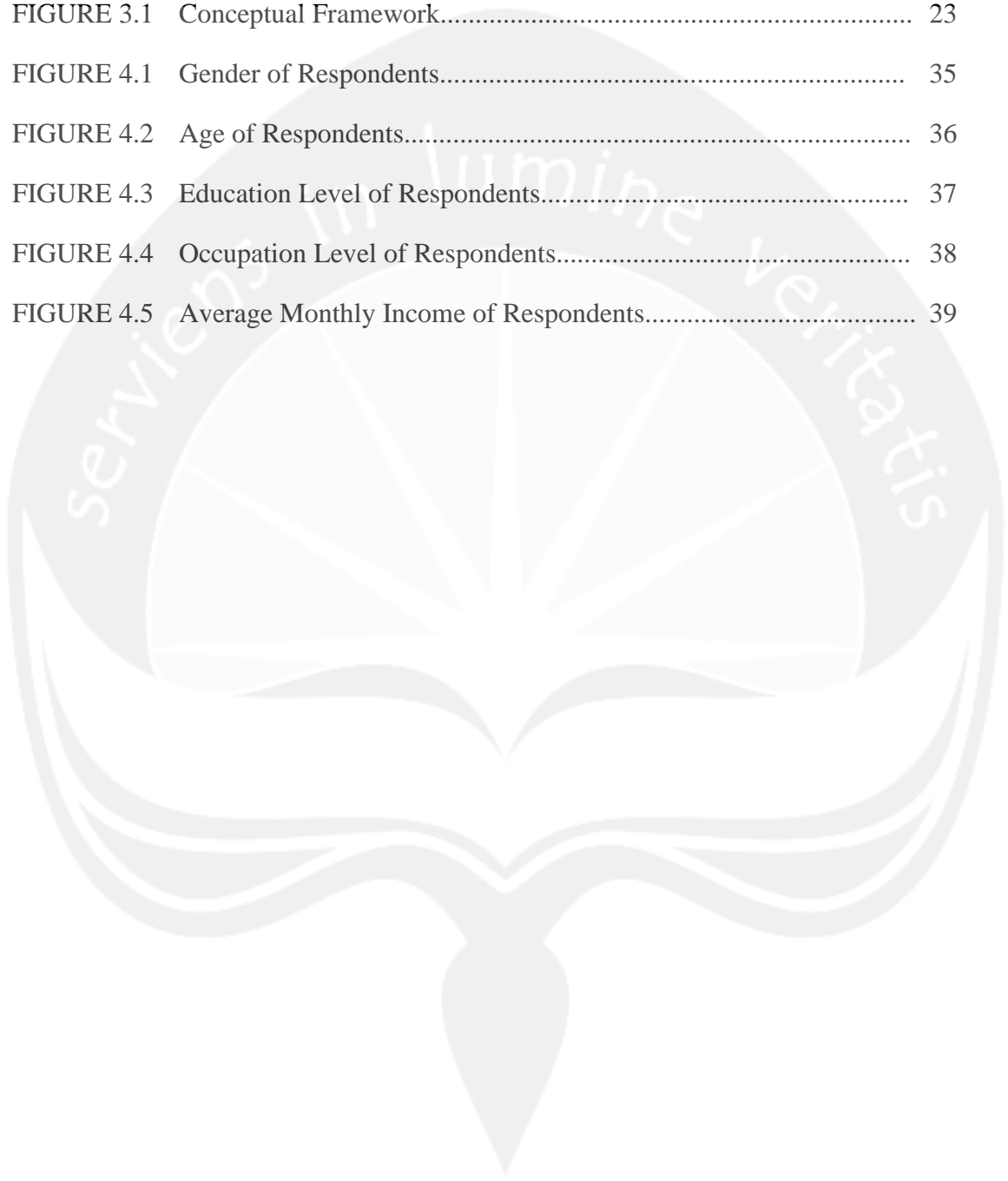


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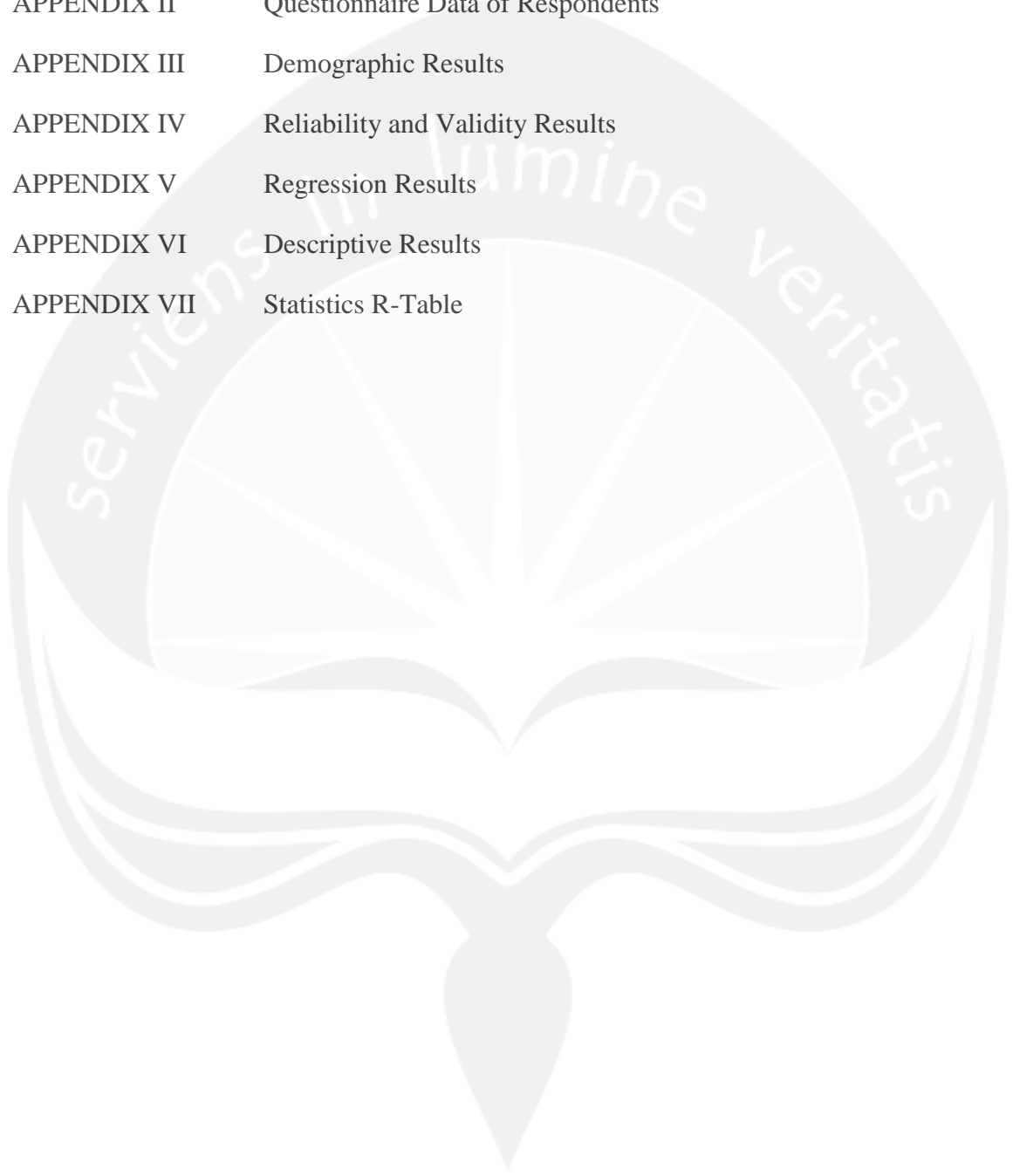
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ABSTRACT

This research aims at investigating the effects of celebrity endorsements with respect to their source credibility and congruence on customers' attitude towards the brand and purchase intention. Celebrity endorsement seems to be the latest and majorly used technique by marketers these days. This paper tests the efficacy of this marketing tool. Data has been collected from 241 respondents in questionnaire form. Regression analysis, descriptive analysis and Cronbach's Alpha were used to analyze the data.

The result showed that source credibility of celebrity endorsement do have insignificant effect on consumers' attitude towards the brand. While other variables show significant influence. Consumers' attitude towards the brand positively affect purchase intention. Further research can be conducted in this research by adding other factors or variables that can more affect to consumers attitude and purchase intention, such as the celebrity-society congruency. Other suggestions are by changing the demographics of respondents and more expanding the research to check the significance of media in marketing and promotion.

Keywords: Celebrity Endorsement, Source Credibility, Congruence, Attitude, Purchase Intention.

