

ABSTRACT

In this time of information and globalization are becoming growing very fast. This is particularly true in the advertising industry where advertisers compete to sell his product. Currently, many companies are competing for the largest providers continue to improve its customers. One such provider is a company Indosat Ooredoo. There are many ways in which Indosat Ooredoo to continue to promote its products one of them is to use a celebrity endorser.

Celebrity Endorser is one of the power tool advertisers use to improve the image and the identification of a celebrity to promote a product or company. Celebrity endorser has a strong influence causing buying interest in the products to be sold by the company.

This study aims to determine how much influence the celebrity endorser JKT48 consisting of credibility, attractiveness and power on consumer buying interest in IM3 Play particularly on theatergoers JKT48. Does using theater JKT48 visitors will be attracted to use the IM3 play or not. Variable X in this study is the celebrity endorser while the variable Y is buying interest.

The results of this study are analyzed using multiple linear regression analysis. The results of the analysis is that the celebrity endorser JKT48 significantly influence buying interest IM3 play. Respondents also considered that the endorser JKT48 been very good. While based on the evaluation of the influence of these variables on buying interest showed that the variables credibility, attractiveness, and power proved to have a significant positive effect on buying interest. Power became the biggest variable affecting the buying interest, followed by a variable credibility.

The conclusion from this research that the appeal of power that has taken the biggest score of the results of multiple linear regression, is expected to provide a greater contribution also to the buying interest. On the results of respondents in the sub-variable power, JKT48 very close to his fans get the total score of the smallest. It would be better if PT Indosat more hold events together endorser JKT48 involving its fans like to hold an event or meet n greet gathering together JKT48 sponsored by Indosat IM3 play.

Keywords: Celebrity Endorser, Interests Buy, IM3 Play, JKT48