

ABSTRACT

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The Effect of Advertising Exposure and Celebrity Endorser Deddy Corbuzier on Purchase Decisions on Flimty Fiber Youtube Ads Viewers

Keywords: Celebrity Endorser, Purchase Decision, Ad Exposure, Youtube
(xiii + 98 + Appendices)

In attracting the attention of consumers, a company needs to carry out a promotional strategy to influence consumers to take certain actions in accordance with the interests of the company. Of the various existing promotional strategies, Flimty chose to use internet media as an advertising platform and used several influencers or celebrities to attract consumers' attention. This study aims to determine whether there is influence of advertising exposure and celebrity endorser Deddy Corbuzier on the purchase decision of Flimty Fiber on Youtube viewers. The sample in this study were 100 respondents to the YouTube Flimty Fiber ad viewers. The sampling method in this study used purposive sampling. The test methods in this study are validity test, reliability test, classic assumption test, multiple linear regression test, and hypothesis testing. The results of data processing in this study show that the relationship between advertising exposure and celebrity endorser Deddy Corbuzier variables has a very strong value in purchasing decision variables for Flimty fiber products, namely 91.6% and has an influence of 84%, meaning that exposure to advertisements and celebrity endorser Deddy Corbuzier has a very strong influence. on purchasing decisions of Flimty Fiber. The results of this study indicate that exposure to advertising and celebrity endorsers can influence and increase consumer purchasing decisions.

Bibliography (2000-2020)