

ABSTRACT

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The Effect of Exposure to Youtube Ads and Keanu's Celebrity Endorser Credibility on Interest in Buying the #RambutCapek Version of Pantene.

Keywords : Advertising Exporsure, Celebrity Endorser Credibility, Purchase Intention

(xiii + 59 + attached)

Celebrity endorser is an actor or entertainer artist known by the public for his success in the field of advertising a product so that it can be better known by the wider community. This study aims to determine the effect of the variable exposure to YouTube ads and celebrity endorser credibility on the purchase intention of Pantene products partially or simultaneously. The data used in this study using quantitative methods with purposive sampling technique and using a 4-point Likert scale. The population in this study is Pantene YouTube subscribers aged 18-30 years with a sample of 400. This study uses the SOR theory. The data were tested using validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, coefficient of determination test, T test and F test using the SPSS application. From the results of the T test, advertising exposure and celebrity endorser credibility have an effect of 52.2% on buying interest and the remaining 47.8% can be influenced by other factors.

Bibliography (2000--2021)