

**PENGARUH CELEBRITY ENDORSER ANGGUN C SASMI
TERHADAP MINAT BELI KONSUMEN SHAMPO PANTENE (Studi
Pada Masyarakat Semarang Barat)**

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ABSTRAK

Tujuan penelitian mengenai pengaruh celebrity endorser Anggun C Sasmi terhadap minat beli konsumen shampo pantene adalah untuk mengetahui pengaruh selebriti pendukung Anggun C Sasmi terhadap minat beli shampo pantene di kota Semarang. Meliputi variabel manakah variabel attractiveness, trustworthiness, expertise yang paling mempengaruhi minat beli shampo pantene di kota Semarang Barat. Sampel yang digunakan dalam penelitian ini sebanyak 100 responden dengan teknik pengambilan sampel adalah Purposive sampling dilakukan dengan cara mengambil subyek bukan didasarkan atas strata, random atau daerah tetapi didasarkan atas adanya tujuan tertentu, tentunya sesuai dengan pertimbangan peneliti sehingga dapat mewakili populasi. Hasil penelitian menunjukkan bahwa variabel expertise merupakan factor yang paling dominan dalam minat beli. Hal ini disebabkan oleh koefisien trustworthiness paling tinggi yang diikuti oleh variabel expertise. Hipotesis yang telah dilakukan dalam penelitian ini adalah (a) attractiveness berpengaruh positif dan signifikan terhadap minat beli. (b) trustworthiness berpengaruh positif dan signifikan terhadap minat beli (c) expertise berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : Minat Beli Shampo Pantene, Selebritis Pendukung, Anggun C Sasmi (attractiveness, trustworthiness, e

**influence of Celebrity Endorser Anggun C Sasmi toward consumer
Buying interest of Pantene Shampoo (Studies in Society West
Semarang)**

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ABSTRACT

The purpose of research on the influence of celebrity endorser Anggun C Sasmi for consumers to buy Pantene shampoo is to determine the effect of celebrities supporting Anggun C Sasmi for Pantene shampoo buying interest in the city of West Semarang. Which variables include variables attractiveness, trustworthiness, expertise most affect buying interest in the city of Semarang Barat. Sampel Pantene shampoo used in this study were 100 respondents with a sampling technique was purposive sampling is done by taking the subject is not based on strata, random or area but based on the specific purpose, in accordance with the judgment of researchers so that they can represent the population. The results of the study. Indicates that the variable expertise. is the most dominant factor in the buying interest. this is due to the high coefficient of trustworthiness, followed by a variable expertise. hypothesis that has been done in this study are (a) attractiveness influed positive and significant impact on buying interest. (b) trustworthiness has positive and significant impact on buying interest (c) positive and significant expertise influed positive and significant buying interest.

Keyword : Minat Beli Shampo Pantene, Selebritis Pendukung, Anggun C Sasmi (attractiveness, trustworthiness, e