

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh karakteristik *celebrity endorser* (lokal dan internasional) pada sikap konsumen terhadap iklan dan minat beli produk Kopi Luwak White Koffie. Karakteristik *celebrity endorser* meliputi *attractiveness*, *trustworthiness* dan *expertise*. Metode penelitian ini menggunakan metode kuantitatif dengan uji regresi melalui mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan *purposive sampling*, dengan pembagian kuisioner melalui google form. Data penelitian ini di analisis memlalui program komputer SPSS 25. Penelitian ini memberikan kesimpulan, pertama terdapat pengaruh yang positif antara *attractiveness* *celebrity endorser* (lokal dan internasional) dan sikap konsumen terhadap iklan Kopi Luwak White Koffie. Kedua, terdapat pengaruh positif antara *trustworthiness* *celebrity endorser* (lokal dan internasional) dan sikap konsumen terhadap iklan Kopi Luwak White Koffie. Ketiga, terdapat pengaruh positif antara *expertise* *celebrity endorser* (lokal dan internasional) dan sikap konsumen terhadap iklan Kopi Luwak White Koffie. Keempat, terdapat pengaruh positif antara *celebrity endorser* (lokal dan internasional) dan minat beli melalui mediasi sikap terhadap iklan Kopi Luwak White Koffie. Kesimpulan dalam penelitian ini bahwa karakteristik *celebrity endorser* (lokal dan internasional) yang meliputi *attractiveness*, *trustworthiness*, dan *expertise* dapat mempengaruhi sikap konsumen terhadap iklan dan minat beli produk kopi luwak white koffie.

Kata Kunci: *celebrity endorser*, sikap konsumen, iklan, minat beli

ABSTRACT

This research aimed to determine the effect of the characteristics of *celebrity endorser* (local and international) on consumer attitudes toward advertising and product buying interest Kopi Luwak White Koffie. Characteristics of celebrity endorser include *attractiveness*, *trustworthiness* and *expertise*. This research method used quantitative methods with regression test through mediation. The sampling technique in this research used *purposive sampling*, with the distribution of questionnaires through a google form. This research analyzed data through SPSS 25. This research provided conclusions, first there is positive influence between the *attractiveness of celebrity endorser* (local and international) and consumer attitudes toward advertising Kopi Luwak White Koffie. Secondly, there is positive influence between the *trustworthiness of celebrity endorser* (local and international) and consumer attitudes toward advertising Kopi Luwak White Koffie. Third, there is positive influence between the *expertise of celebrity endorser* (local and international) and consumer attitudes toward advertising Kopi Luwak White Koffie. Fourth, there is positive influence between *celebrity endorser* (local and international) and buying decision through mediation attitudes toward advertising Kopi Luwak White Koffie. The conclusion of this research that the characteristics of the *celebrity endorser* (local and international) including *attractiveness*, *trustworthiness*, and *expertise* can influence consumer attitudes toward advertising and buying decision Kopi Luwak White Koffie products.

Keywords: *celebrity endorser*, consumer attitudes, advertising, buying Interest