

ABSTRAK

**PENGARUH *VISIBILITY, CREDIBILITY, ATTRACTIVENESS*, DAN
POWER DARI *CELEBRITY ENDORSER* (Maudy Ayunda)
TERHADAP *MINAT BELI KONSUMEN*
(Studi Kasus Maudy Ayunda (*Celebrity endorser*) Pada Produk
POND'S)**

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Penelitian ini bertujuan untuk mengetahui: 1) *Visibility, Credibility, Attractiveness, Power* dan *Minat Beli* Konsumen dari *Celebrity endorser* (Maudy Ayunda), 2) Pengaruh *Visibility, Credibility, Attractiveness* dan *Power* secara simultan terhadap *Minat Beli* Konsumen pada Produk Pond's, 3) Pengaruh *Visibility, Credibility, Attractiveness* dan *Power* secara parsial terhadap *Minat Beli* Konsumen pada Produk Pond's. Jenis penelitian ini adalah kuantitatif. Populasi dalam penelitian ini adalah wanita berusia 15 tahun dengan sampel 100 orang responden yang pernah melihat Maudy Ayunda merekomendasikan produk Pond's, namun belum pernah membeli dan menggunakan produk tersebut. Pengambilan sampel menggunakan teknik *accidental sampling*. Metode pengumpulan data dalam penelitian ini adalah kuesioner. Pengujian alat penelitian menggunakan uji validasi dan uji reliabilitas. Metode analisis data yang digunakan peneliti adalah analisis linier berganda, uji-t, dan uji-F. Hasil penelitian ini menunjukkan bahwa 1) *visibility* tergolong sangat tinggi, *Credibility* sangat tinggi, *Attractiveness* sangat tinggi, *power* sangat tinggi dan *minat beli* sangat tinggi. 2) *Visibility, Credibility, Attractiveness* dan *Power* terhadap *minat beli* berpengaruh secara parsial pada konsumen produk Pond's, 3) *Visibility* dan *Credibility* terhadap *minat beli* berpengaruh secara parsial pada konsumen produk Pond's, sedangkan *Attractiveness* dan *Power* terhadap *minat beli* secara parsial tidak berpengaruh pada konsumen produk Pond's.

Kata kunci : *Visibility, Credibility, Attractiveness, Power* dan *Minat Beli* dari *Celebrity endorser* pada produk Pond's

ABSTRACT

**THE INFLUENCE OF VISIBILITY, CREDIBILITY, ATTRACTIVENESS
AND POWER FROM CELEBRITY ENDORSER(Maudy Ayunda) ON
BUYING INTEREST CUSTOMER
(Study Case Maudy Ayunda (Celebrity endorser) at POND'S Product)**

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This study aims to determine: 1) Visibility, Credibility, Attractiveness, Power and Consumer Buying Interest from Celebrity Endorser (Maudy Ayunda), 2) The influence of Visibility, Credibility, Attractiveness and Power simultaneously on Consumer Buying Interest in Pond's Products, 3) Effect of Visibility, Credibility, Attractiveness and Power partially on Consumer Purchase Interest in Pond's Products. This type of research is quantitative. The population in this study was a 15 year old woman with a sample of 100 respondents who had seen Maudy Ayunda recommend Pond's products, but had never bought and used the product. Sampling using accidental sampling technique. The data collection method in this study was a questionnaire. Testing research tools using validation tests and reliability tests. The data analysis method used by the researcher is multiple linear analysis, t-test, and F-test. The results of this study indicate that 1) visibility is very high, Credibility is very high, activism is very high, power is very high and buying interest is very high. 2) Visibility, Credibility, Attractiveness and Power on consumer buying interest partially affect Pond's product consumers, 3) Visibility and Credibility on buying interest partially affect consumers' product Pond's, while Attractiveness and Power on purchase intention partially have no effect on consumer product Pond's.

Key Word : Visibility, Credibility, Attractiveness, Power and Buying Interest From Celebrity endorser at Pond's products