

## **ABSTRACT**

*This study aimed to analyze the influence of perception in advertising and celebrity endorser toward the consumer purchase decision of Noodles products especially Sedaap white curry brands.*

*Objects in this study is Mie Sedaap, while the subject is a student in the city of Yogyakarta. Sampling was done by purposive sampling technique. The data were analyzed using multiple linear regression analysis. Before to the data analysis first tested the quality of instruments covering validity and reliability test.*

*Results of analysis showed perceptions on advertising and celebrity endorser simultaneously significant effect on purchasing decisions Noodle brand instant noodle products Sedaap. Perceptions on the ad positive and significant impact on product purchasing decisions Sedaap Noodle brand instant noodles. Celebrity endorser positive and significant impact on product purchasing decisions Sedaap Noodle brand instant noodles.*

**Keywords : perception of advertising, celebrity endorser and purchasing decisions.**