

ABSTACT

This study explores the influence of endorser type (celebrity and non-celebrity) and endorser credibility (high and low) on purchase intentions. It research explores the mediating effect of attitude towards the advertisement and attitude towards brand.

The research used experimental research. Its indicate that the higher celebrity endorser of they endorsers featured in an advertisement, the higher the purchase intentions of consumers. In addition, attitude towards the advertisement and attitude toward brand seem to have a substantial mediating effect on the relationship between endorser type and credibility to purchase intention.

Keywords : Celebrity Endorser, Endorser Credibility, Purchase Intention, Experimental Research.