

***The Influence of Celebrity Endorser s on Purchase Intention
Via Attitude Toward Advertisement
on Gilus Mix coffee products***

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Abstract

This research analyzes purchase intentions after responding to advertisements shown. The aim of the research is to examine the influence of Celebrity Endorser on Purchase Intention through attitude toward advertisement. This research is quantitative by distributing questionnaires via Googleform to respondents who have never purchased Gilus Mix coffee products and have seen advertisements for Gilus Mix coffee starring Raffi Ahmad. Taking a minimum sample size of 90 respondents and using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) alternative with the Smart-PLS 4.0 program. The results of data analysis show that attitudes towards advertising have a significant influence on purchase intentions. Apart from that, trustworthiness, expertise and attractiveness also play an important role in forming a positive attitude towards advertising. Although trust does not directly influence purchase intentions, its presence influences attitudes toward advertising. In increasing purchase intent, strategies that focus on improving attitudes towards advertising can be the key to success, by reinforcing key attributes such as trust, expertise and attractiveness in advertising campaigns. This research provides important insights for marketers to optimize advertising strategies to achieve desired sales goals.

Keywords: Celebrity Endorser, Purchase Intention and attitude toward advertisement

**Pengaruh Celebrity Endorser terhadap Purchase Intention
Melalui Attitude Toward Advertisement
pada produk kopi Gilus Mix**

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Abstrak

Penelitian ini menganalisis niat membeli setelah merespon iklan yang ditayangkan. Tujuan penelitian untuk menguji pengaruh *Celebrity Endorser* terhadap *Purchase Intention* melalui *attitude toward advertisement*. Penelitian ini bersifat kuantitatif dengan menyebarkan kuesioner melalui Googleform kepada responden yang belum pernah membeli produk kopi gilus mix dan sudah melihat tayangan iklan kopi gilus mix yang dibintangi Raffi Ahmad. Mengambil jumlah sampel minimal 90 responden dan Menggunakan metode *Structural Equation Modeling (SEM)* dengan alternatif *Partial Least Square (PLS)* dengan program *Smart-PLS 4.0*. Hasil analisis data menunjukkan bahwa sikap terhadap iklan memiliki pengaruh signifikan terhadap niat pembelian. Selain itu, kepercayaan (*Trustworthiness*), keahlian (*Expertise*), dan daya tarik (*Attractiveness*) juga berperan penting dalam membentuk sikap positif terhadap iklan. Meskipun kepercayaan tidak langsung memengaruhi niat pembelian, keberadaannya mempengaruhi sikap terhadap iklan. Dalam meningkatkan niat pembelian, strategi yang berfokus pada meningkatkan sikap terhadap iklan dapat menjadi kunci sukses, dengan memperkuat atribut-atribut kunci seperti kepercayaan, keahlian, dan daya tarik dalam kampanye iklan. Penelitian ini memberikan wawasan penting bagi pemasar untuk mengoptimalkan strategi iklan guna mencapai tujuan penjualan yang diinginkan.

Kata kunci: *Celebrity Endorser*, *Purchase Intention* dan *attitude toward advertisement*