

## ABSTRAKSI

INTAN ROSETTI ARIMBI. Menguji Dampak Pemilihan Tipe Endorser Terhadap Minat Beli Garnier BB Cream (dibimbing oleh Rina Anindita).

Penelitian ini bertujuan untuk mengetahui interaksi antara *attractiveness* dan tipe *endorser* terhadap minat beli, *trustworthiness* dan tipe *endorser* terhadap minat beli, dan *expertise* dan tipe *endorser* terhadap minat beli Garnier BB Cream. Variabel independen terdiri atas *attractiveness*, *trustworthiness*, dan *expertise* sedangkan variabel dependen terdiri atas minat beli. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 150 orang responden. Responden penelitian ini adalah mahasiswi Universitas Esa Unggul Fakultas reguler aktif dan eksekutif angkatan 2011 dan 2012 yang ditunjukkan video iklan Garnier BB Cream oleh peneliti. Metode analisis yang digunakan dalam penelitian ini adalah metode deskriptif dan anova dua arah.

Hasil penelitian menunjukkan bahwa Ketiga variabel kredibilitas sumber yaitu ; *attractiveness*, *trustworthiness*, dan *expertise* mempengaruhi minat beli. Tetapi pada variabel *trustworthiness* dan *expertise* tipe endorser tidak mempengaruhi minat beli. Sedangkan pada variabel *attractiveness*, tipe *endorser* mempengaruhi minat beli.

Kata kunci: *attractiveness*, *trustworthiness*, *expertise*, minat beli

## **ABSTRACT**

INTAN ROSETTI ARIMBI. Examining the Impact of Endorser Type Selection Of Interest Buy Garnier BB Cream (under the supervision of Rina Anindita).

This research aims to determine the interaction between type of endorser attractiveness and the purchase intention, trustworthiness and endorser type on purchase intention, and expertise and the type of endorser to purchase intention Garnier BB cream. The independent variabels consist of attractiveness, trustworthiness and expertise while the dependent variable consist of purchase intention. The samples used in this research were 150 respondents. Respondents of this study were student on University of Esa Unggul active regular and executive class of 2011 and 2012 are shown in the video ad Garnier BB cream by researchers. The method of analysis used in this research is descriptive and two-way Anova.

The result showed that three variables, namely the credibility of the source; attractiveness, trustworthiness and expertise affect purchase intention. But the variable type endorser trustworthiness and expertise does not affect purchase intention. While the attractiveness variables, the type of endorser affect purchase intention.

Keywords: attractiveness, trustworthiness, expertise, purchase intention.