

**THE EFFECT OF CELEBRITY ENDORSEMENT TOWARDS
PURCHASE INTENTION WITH ATTITUDE TOWARDS
ADVERTISEMENT AS MEDIATION**

A FINAL PROJECT

Presented as Partial Fulfilment of the Requirements to Obtain the Bachelor Degree in
Management Department



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APPROVAL PAGE

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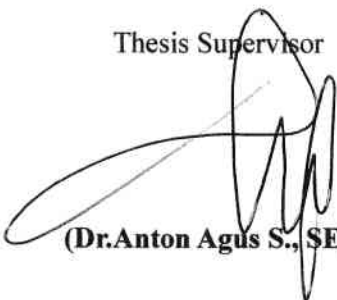
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Declaration with truthful here research I was made and apply these constitute outcome from creation myself, except quotations and summaries all of these I was explain the sources. When afterwards day proved and can be evident that output research plagiarize, then I will be ready accept anything punishment from Economics and Business Faculty and or academic title / degree and certificate from Muhammadiyah University of Surakarta cancel to me for accepted.

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MOTTO

“If you hold on to patience and piety, and the enemy comes rushing at you; your lord will help you with five thousand angels having marks (of distinction).”

(Qs Ali Imran: 125).

“You really do not know, unless you try”

(Unknown)

“When you fail, get up again. When you succeed, continue to improve yourself. Just learn and continue to learn that we live ”

(Andrie Wongso)

“I know what I want, and I am going to get it. I dare to dream big, and someday I will make it come true”

(Saskia Luftiara)

DEDICATION

In the name of Allah the Most Compassionate and Most Merciful, this thesis to utter:

1. Allah SWT

I verily praise Allah, we praise Him, pleading for help and for mercy to him. And we seek refuge in Allah from the evils of our souls and our ugliness charitable deeds. Whoever is given instructions by Allah, none of which can be misleading, and whoever misled by Allah, then none could give Him instructions.

2. My beloved father, Alm. H. M. Sarno, thank you for always motivate me.
3. My mother, Hj. Heny Kusdaryanti, thank you for everything you gave me.
4. My supervisor, Dr. Anton Agus S., SE., M. Si, thank you for your guidance while doing my theses patiently.

ABSTRACT

The title of this research is “The Effect of Celebrity Endorsement Towards Purchase Intention With Consumer’s Attitude Towards Advertisement as Mediation”. The purpose of this research is to analyze the effect of purchase intention, source credibility and celebrity, and the congruency between celebrity and brand towards purchase intention towards attitude towards advertisement.

Endorsement can be defined as an act of giving one’s public approval or support to someone or something. A celebrity endorser is an individual who is known to the public (actor, sports figure, entertainer, etc) for his or her achievements in areas other than that of the product class endorsed. The purpose of this study is to analyse the effect of purchase intention of customer towards celebrity endorser with the mediation of customer’s attitude towards advertisement.

The population in this study is people who know that JKT48 endorses Pocari Sweat and Honda Mio J with 200 samples using purposive sampling. The primary data required includes the results of the questionnaire data from the respondents. The result of the physical attractiveness and source credibility were not supported while celebrity and brand congruence and attitude towards advertisement were supported.

Keywords: celebrity endorsement, mediation, physical attractiveness, source credibility, celebrity and brand congruence, attitude towards advertisement, purchase intention.

Surakarta, 25 October 2014

Author,

Saskia Luftiara Prastatia

PREFACE

Alhamdulillah to Allah SWT and thanksgiving for the gifts and graces bestowed on him, so that I can finish my final project with the title "The Effect Of Celebrity Endorsement Towards Purchase Intention With Attitude Towards Advertisement As Mediation". Preparation of this paper is intended to comply with one graduated at the Faculty of Economics and Business Management Muhammadiyah University of Surakarta.

In this writing my thesis, the author does not in spite of various obstacles. The authors would like to express my gratitude to:

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13. Amanda, Anindita, April, Edo, Sekar and Zizu who always cheer me up and motivate me to graduate as soon as possible.
14. All others who have helped in the making of this final project.

The author realizes that this thesis has many flaws so I expect criticism, suggestions, and constructive feedback, which is useful for the perfection of this thesis in future.

In conclusion, authors hope this final project writing is beneficial for all parties.

Surakarta, 25 October 2014

Author,

SASKIA LUFTIARA P

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