

ABSTRACT

Use celebrity endorsers in advertising product will make consumer feel interest to this product. To look information about this product I make a research and namely of research is non-probability sampling method. To use purposive sampling technique. The name of research is take pursuant to certain criterion. By propogant kuesioner to 140 respondent in University Christian Maranatha Bandung. Which have beverage advertisement drink energy of extra joss. Election of responder using of regression doubled linier and data later analysed quantitatively method and using program of SPSS 11.5. after processing can know that influence of Credibility Source of (Cinta Laura) to enthusiasm buy consumerto product of Extra Joss is 36.6%. where the value big enough its influenced by other factor, like Quality Goods, Appetite Consumer, Service To consumer, Emulation Cut Under become, and price.

Keyword: advertising, Brand, Consumer Behaviors, Consumer Marketing.

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