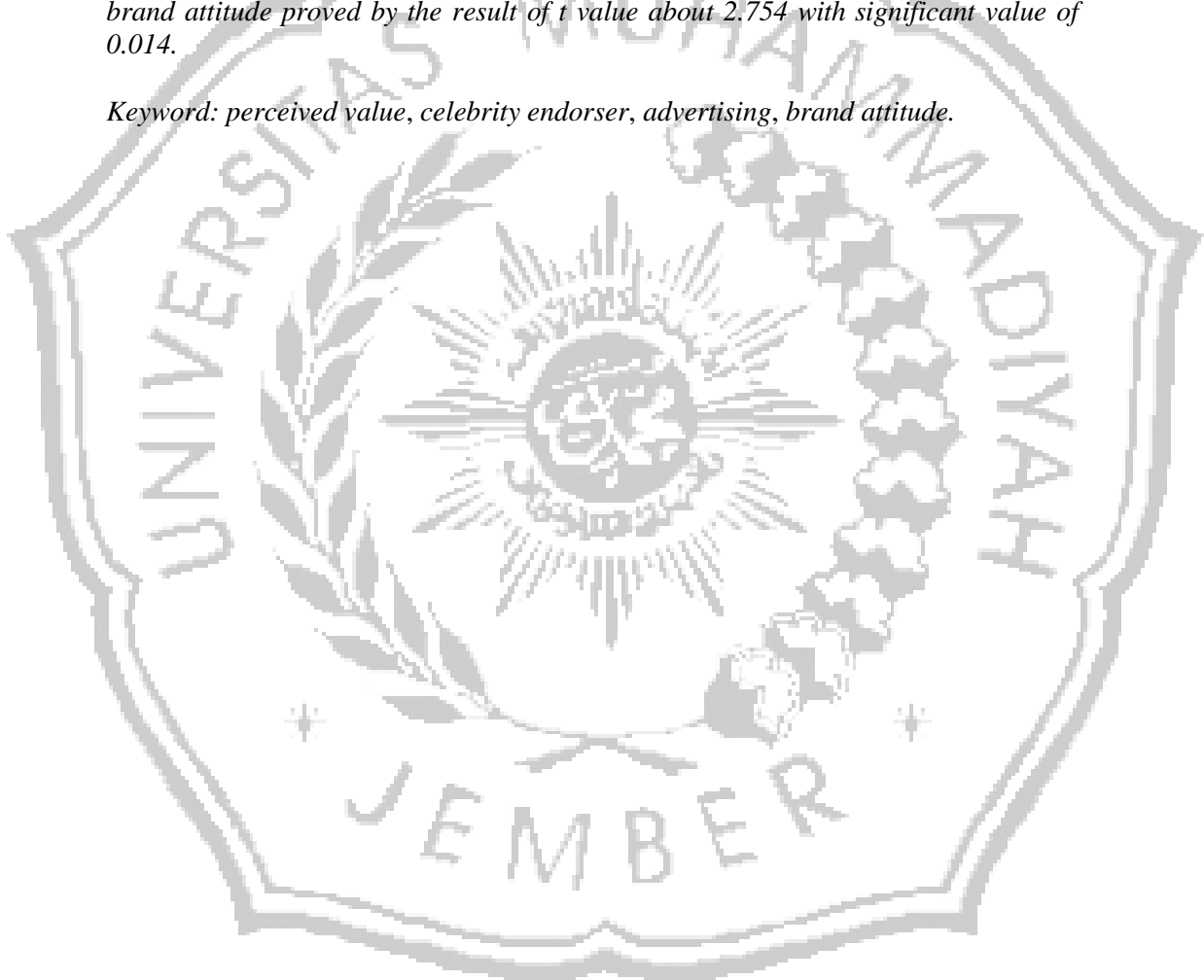


ABSTRACT

The purpose of this study was to determine the effect of three variables, namely Perceived value, celebrity endorsers and advertising on brand attitude. The hypothesis in this study is that perceived value has an effect on brand attitude. Advertising affects brand attitude. Celebrity endorsers have an effect on brand attitude. This study used purposive sampling technique with a number of respondents 80. The result of multiple linear regression analysis showed that Perceived value has significant influence on the brand attitude proved by the result of t value about 4.612 with significant value of 0.000. Celebrity endorser has significant influence on the brand attitude proved by the result of t value about -2.601 with significant value of 0.011. Advertising has significant influence on the brand attitude proved by the result of t value about 2.754 with significant value of 0.014.

Keyword: perceived value, celebrity endorser, advertising, brand attitude.



ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh dari tiga variable yaitu *Perceived value*, *celebrity endorser* dan *advertising* terhadap *brand attitude*. Hipotesis dalam penelitian ini yaitu *perceived value* berpengaruh terhadap *brand attitude*. *Celebrity endorser* berpengaruh terhadap *brand attitude*. *Advertising* berpengaruh terhadap *brand attitude*. Penelitian ini menggunakan teknik purposive sampling dengan jumlah responden 80. Hasil analisis regresi linier berganda menunjukkan bahwa *perceived value* berpengaruh signifikan terhadap *brand attitude* dibuktikan dari nilai t hitung 4.612 dengan nilai signifikan 0,000. *Celebrity endorser* berpengaruh signifikan terhadap *brand attitude* dibuktikan dari nilai t hitung -2.601 dengan nilai signifikan 0,011. *Advertising* berpengaruh signifikan terhadap *brand attitude* dibuktikan dari nilai t hitung 2.754 dengan nilai signifikan 0,014.

Kata Kunci: *perceived value*, *celebrity endorser*, *advertising*, *brand attitude*.

