Alfia Rizki Elmi, 10311035, **Bintang Iklan, Asosiasi Merek Dan Karakteristik Produk Terhadap Intensi Pembelian Produk Freshcare (Studi Pada Pemirsa Iklan Televisi Freshcare Versi Agnes Monica di Kecamatan Gresik)**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Februari, 2014.

Abstraksi

Penelitian ini bertujuan melakukan pengujian pengaruh parsial antara bintang iklan, asosiasi merek dan karakteristik produk terhadap intensi pembelian produk freshcare (studi pada pemirsa iklan televisi freshcare versi Agnes Monica di Kecamatan Gresik), serta pengaruh simultan bintang iklan, asosiasi merek, dan karakteristik produk terhadap intensi pembelian produk freshcare (studi pada pemirsa iklan televisi freshcare versi Agnes Monica di Kecamatan Gresik). Sampel yang digunakan adalah 80 responden yang merupakan masyarakat di Kecamatan Gresik. metode analisis yang digunakan adalah analisis regresi linier berganda. Hasil analisis menunjukkan bahwa bintang iklan tidak berpengaruh secara parsial terhadap intensi pembelian produk freshcare, sedangkan asosiasi merek dan karakteristik produk berpengaruh secara parsial. Bintang iklan, asosiasi merek, dan karakteristik produk berpengaruh secara simultan terhadap intensi pembelian produk freshcare.

Kata Kunci : Bintang Iklan, Asosiasi Merek, Karakteristik Produk, Intensi Pembelian.

Alfia Rizki Elmi, 10311035, **Celebrity Endorser, Brand Association And Product Characteristic of Freshcare Purchase Intention Product (Source From Television Ads Audience Freshcare Agnes Monica in Gresik Subdistrict).** *Management, Ekonomi Faculty, Muhammadiyah University of Gresik, February, 2014.*

Abstract

This research is purposed measure the partial between celebrity endorser, brand assosiation, and the product characteristic of freshcare purchase intention product(source from television ads audience frehcare Agnes Monica in Gresik Subdistrict), and the effect of celebrity endorser simulty, brand association, and the product characteristic of freshcare purchase intention product (source from television ads audience freshcare Agnes Monica in Gresik Subdistrict). Sample tha been used were 80 respondence that from greak residence. Analysis method that used is regretion linier double analysis. The result of analysis showed that celebrity endorser is not have effect as partial to freshcare purchase intention product, than the brand association and product characteristic that has effect as partial. Celebrity endorser, brand association, and product characteristic have effect as simulty to freshcare purchase intention product.

Key Word : Celebrity Endorser, Brand Association, Product Characteristic and Purchase Intention