ABSTRACT

The purpose of this study is to explore theoretical model on research gap about of endorser credibility influence of consumer buying interest. The measuring variables are endorser credibility, effectiveness of the message, appeal of the story board and brand awareness, then effect the buying interest.

The object of the study is to increase the buying intrest of face wash product "Pond's". The problem countered is there is a different perception among the previous research regarding to the buying interest.

This study employed Structural Equation Modelling (SEM) to analysis the perception of buying "Pond's". The result showed that all variables in the models were found significantly except the appeal of story board. This study suggest that the company should employed the famous of popular endorser to deliver the brand messages successfully. The result of these research findings and provide conclusions that prove the endorser credibility, efectiveness of the message, appeal of the story board and brand awareness the better able to increase top of mind and will affect consumer buying interest.

Key words: endorser, credibility, effectiveness, message, brand, awareness, consumer, interest.

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