

ABSTRACT

Currently one of the major businesses in Indonesia who are experiencing fairly rapid growth is the telecom industry. One of the company's mobile telecommunications service provider in Indonesia is PT. Indosat Tbk. In general, the number of customers PT. Indosat Tbk. always increase from year to year. In the year 2008 the number of subscribers grows to 48.75%. Teguh Prasetya (Group Head of VAS Marketing IM3) revealed that the growth are so highly encouraged by the growing number of IM3 subscribers. The increasing number of IM3 subscribers shows that consumers' interests to use the IM3 products is very high. There are several things that influence consumer purchase interest, such as brand attitude (Kotler, 1997) as well as celebrity endorser (Rennae Daneshvary and R. Keith Schwer, 2000). From previous research, we can conclude that there are research gap between researcher. So the problem in this study is the existence of a gap phenomenon by increasing the number of IM3 subscribers as well as research gap.

The analytical method used in this study is the method of multiple regression analysis performed with SPSS 16. One of the requirements for regression analysis to test the classical assumption needs to be done. This is necessary so that the resulting regression equation is BLUE (Best Linear Unbiased, Estimator). In addition to assessing the goodness of fit test of a model coefficient of determination, F test and t test

The results showed that the purchase interest of IM3 is very high. It can be seen from the perception index value Interests Purchase of IM3 is 74.95%. In addition, the results show that the Brand Attitude of IM3 and J-Rocks attractiveness has a significant positive effect to purchase interest of IM3.

Keywords: Purchase Interest, Brand Attitude, Celebrity Endorser, PT. Indosat, Tbk.

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