

**THE EFFECTIVENESS OF THE USE OF CELEBRITY ENDORSER MAUDY
AYUNDA IN L'OREAL PARIS PRODUCT**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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The objective of this thesis is to analyze the correlation between celebrity endorser towards the buying behavior of L'Oreal Paris consumers in South Tangerang and to identify in which dimension of celebrity endorser is most effective, which uses The AIDDA Model (Attention, Interest, Desire, Decision and Action) to measure the results. The result of the primary data comes from 108 respondents who filled the online questionnaire. After that, the Pearson correlation is used to analyze the relationship between celebrity endorser and buying behavior. The simple linear regression is used to analyze dimension of The AIDDA Model. The independent of this research is Celebrity Endorser and there are 2 dependent variables, which are Buying Behavior and The AIDDA Model. Analytical technique uses is descriptive analysis technique that is analysis which is description from result of research supported by theory, grouping and summarizing from respondent's profile include, age, domicile and gender. The test analysis uses Simple Linear Regression, Validity Test, Reliability Test, f Test and t Test. The result shows that there is correlation between celebrity endorser and buying behavior. Surprisingly, the celebrity endorser of L'Oreal Paris reaches stages in Interest dimension.

Keywords: Integrated Marketing Communication, Celebrity Endorser, Marketing Mix, Buying Behavior, The AIDDA Model, Pearson Correlation, Simple Linear Regression



DEDICATION

Make Today Worth Remembering.

(Zig Ziglar)

Bismillahirrahmannirrohim. I dedicate this works for my family especially Mama, Papa and my little brother Qoyyum Hudani.

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