***ABSTRACT***

Muhammad Naufal Pratama / 22150495 / 2019 / *The influence of celebrity endorser and brand image on the purchase decision of Erigo’s clothing in* North Jakarta / Rita Eka Setianingsih, S.E., M.M.

 *At this time, economic growth and change is developing more rapidly. Companies are required to develop marketing strategies, it aims to attract and retain consumers. Building communication with consumers, branding, and developing marketing strategies influence consumer purchasing decisions. This study aims to determine the effect of celebrity endorsers and brand image on purchasing decisions for Erigo products.*

 *Celebrities are spokesperson for a brand. Celebrities are by definition people who are widely known by the public, be it movie stars, athletes, or models. Promotion is usually used to create a good brand image, such as using an attractive model.*

 *This research uses a quantitative approach. Samples taken as many as 100 respondents. The sampling technique used is purposive sampling. The analytical method used is the validity test, reliability test, normality test, heterokedasticity test, multicollinearity test, autocorrelation test and multiple linear regression analysis.*

 *The results show, based on the F Test it is known that the Celebrity Endorser (X1) and Brand Image (X2) variables significantly influence the Purchasing Decision (Y). This is indicated by the calculated F value> F table that is 121.715> 3.09. Based on the results of the T test, the value of tcount is 3.255, greater than t table that is 1.988. This means that partially Celebrity Endorser has a positive influence on purchasing decisions. Based on the results of the T Test obtained t value of 9.110, greater than t table that is 1.988. This means that partially brand image has a positive effect on purchasing decisions.*

 *So it can be concluded that celebrity endorser and brand image influence purchasing decisions. Simultaneously celebrity endorser and brand image influence purchasing decisions*

*Keywords: Celebrity endorser, brand image, purchasing decision*