

**BINUS INTERNATIONAL  
BINUS UNIVERSITY**

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Marketing Major  
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Even Semester year 2010

**THE EFFECTIVENESS OF CELEBRITY CONGRUITY AND ITS EFFECT TO  
PURCHASE INTENTION.**

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**ABSTRACT**

**Objectives**

The objective of this thesis is to Investigate the effectiveness of celebrity endorsement and its effect to purchase intention.

**Method**

The author analyzes two questionnaires using two different hypothetical products. 150 questionnaires were being distributed. Data then analyzed using correlation and regression method.

**Results**

The research found that celebrity endorsement has effect to purchase intention.. Also TEARS model has impact to product celebrity congruence. Therefore the correlation and the effect of TEARS model and celebrity endorsement are high.

**Conclusion**

TEARS model can be applied in quantitative research, therefore the author succeed to applied TEARS model into product celebrity congruence. Product congruity has significant impact on purchase intention. Also role-model spillover effect gives impact to purchase intention.

**Key words.**

Celebrity endorsement, Purchase intention, Advertising. Endorsement, Celebrity,