

## ABSTRACT

### ***The Influence of Celebrity Endorser on Consumers Purchase Interest with Brand Image as an Intervening Variable (NCT 127 Study on Nu Green Tea Advertising on Twitter)***

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*The phenomenon of consumers trying packaged green tea drinks for lifestyle and health drinks is the background of this research. Nu Green Tea as a Top Brand of green tea beverage products since 2008 has tried to implement this phenomenon by making NCT 127 as a celebrity endorser to target the youth segment. So that it is important and interesting to conduct research aimed at seeing whether there is an influence of celebrity endorsers on consumer buying interest mediated by brand image, using ELM theory as an analytical knife. For this reason, this study uses a quantitative method of mediating variable regression analysis with the causal step method. The respondents of this study were 400 people from the NCT 127 fanbase on Twitter. The results showed that celebrity endorser NCT 127 on Twitter had an effect on buying interest in Nu Green Tea beverage products directly (0.832). The magnitude of the influence of the relationship is stronger than when including brand image as a mediation (0.356). That is, according to fans of NCT 127 Indonesia as research respondents, celebrity endorsers have more influence on buying interest in NU green tea beverage products, compared to brand image. At the same time confirming that the peripheral route is a message processing path with low cognitive levels, paying more attention to the appearance of the message, not the substance of the message content. Another interesting finding shows that celebrity endorsers have a positive effect on brand image. Brand image has a positive effect on consumer buying interest.*

**Keywords** : Nu Green Tea, celebrity endorser, brand image, purchase interest

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