

ABSTRACT

Many online mass media criticize celebrity cake that trending in 2017. Using celebrity endorser credibility that affiliated with celebrity cake product, promoted in Instagram incessantly. Based on online mass media critics and research gap in many previous research, this research examine celebrity endorsers credibility, perceived quality product and attitudes towards social media marketing in order to influence purchase intention. This research including celebrity cake business in Semarang City in order to examine intended consumer perception and marketing strategy of celebrity cake business.

This study use primary data that gathered from questionnaire response. The respondents were selected from Kota Semarang using purposive sampling. Selected through judgement sampling and resulting 106 respondents that feasible for statistical analysis. Regression analysis is implemented in this research

This research resulting celebrity endorser credibility giving the most positive influence towards purchase intention. Attitudes towards social media marketing also giving positive influence to purchase intention. On the other side, Perceived quality products proved insignificantly positive influencing purchase intention

Keyword : Celebrity Endorsement Credibility, Perceived Quality Products, Attitudes towards Social Media Marketing, Purchase Intention, Regression Analysis