

ABSTRACT

In these recent years, there has been competition between liquid soaps in Indonesia. However, they compete in the market even though they are manufactured by the same company. Lux is a beauty soap that made in 1924, and launched in 1954 in Indonesia. Yet, it tried to build its images with liquid soap in 2006 and then, became a market leader in the next years. However, Lux must provide advantages to the customers to stabilize its position.

The aim of this research is to analyze the influence of community effect, media usage, attractiveness of advertisement, and brand ambassadors popularity on attitude, and also from attitude towards the intention to buy Lux liquid soap product. This research involves 150 college students, senior high school students, employees, and freelancers as its respondents and accidental sampling method. The writer distributes questionnaire in order to collect all the data and then analyzes employing double- regression linier analysis by SPSS software.

Analysis data result shows that research model design is related and can be proved. The conclusion from this research related to community effect, media usage, attractiveness of advertisement and brand ambassador`s popularity is those are having various positive effects and significant on attitude. However, especially for media usage, the result is positive but it is not significant. Therefore, the attitude is significant toward the intention to buy.

Key words : *intention to buy, attitude, community effect , media usage, attractiveness of advertisement and brand ambassadors popularity, Lux liquid soap.*