

## ABSTRACT

*In a market where advertising plays a vital role in consumer purchases, it becomes pertinent for companies to induct all possible measures to influence desire to purchase, through an effective advertising campaign. Theory and practice proves that the use of superstars in advertising generates lot of attention.*

*This study aims to analyze how much the influence of attractiveness, trustworthiness, and expert of celebriti endorser to brand attitude. The study used user of L'Oreal Paris Smooth Intense as sample. Data analyze instrument used by the writer is SPSS 16.*

*Data analyze result shows that the research model has well appropriateness and all hypothesis of the study are able to be evidenced. Summary said that attractiveness, trustworthiness, and expert of celebriti endorser are positively effected to brand attitude.*

*Based on the result of the study, managerial implication given to the company is suggestion or input to management of L'Oreal Paris to give more concern at the trustwothines of celebrti endorser as it is the most dominant factor effected to brand attitude.*

*Keywords: celebriti endorser attractiveness, celebriti endorser trustworthiness, celebriti endorser expert, brand attitude*