

ABSTRACT

The background of this study is the competition of colds antidote herbal industry in Indonesia. Based on Top Brand Index survey, there are decreases of Brand Index Tolak Angin, this are indicating the decline of consumer purchasing decisions. Various brands of colds antidote herbal, including Tolak Angin using celebrity endorser, and a strong advertising power of impression appeal not only to create brand awareness alone, but also increase consumer purchasing decisions. So in this study, aims to analyze how much influence power of impression in advertising, celebrity endorser to create brand awareness in the minds Tolak Angin consumers, in increasing the purchasing decisions of products Tolak Angin.

This study uses quantitative methods. Data collected by questionnaire technique. Respondents in this study are 100 students of Economics Faculty, Diponegoro University, Semarang. Three hypotheses are formulated and tested using Multiple Regression Analysis. The results indicate that the power of impression in advertising and celebrity endorser has a significant influence either directly or indirectly to the purchase decision. The effect power of impression in advertising and celebrity endorser indirectly, obtained through the intervening variable brand awareness, brand awareness will be a significant influence on consumer purchasing decisions.

Keywords : *Power of Impression in Advertising, Celebrity Endorser, Brand Awareness and Purchasing Decision.*