

## **Abstract**

*Advertising is the main source of information in decision making. Advertising activity is one of the main promotional tools that are often used to direct communications to its target is to persuade. Ads can use a lot of media, one of which is the medium of television. Television star, actor and famous athletes are widely used in magazine ads, or TV commercial to support the product. Stars ads (celebrity endorser) to move as people are talking about products that will affect the properties and behavior of consumers who refer to the products it promotes. One of the products is often advertised is the Honda Vario with the model or its ad star Agnes Monica. Advertising model or called as endorser can play a major role in influencing the audience in its advertising of a product. In the book written about that model VisCAP advertising model (endorser) has characteristics including Visibility, Credibility, Attraction and Power. The use of ad idol stars has a big impact on consumer purchasing decisions. This research is aims to analize the effect of view (Visibility), Credibility (Credibility), Attraction (Attraction) and Power (Power) to Interest Purchase in Honda Vario brand vehicles in the Semarang city.*

*The population in this study is that customers who use a bike, Honda Vario matic motor at Semarang city. The samples in this study are some consumers who use motorcycles, Honda Vario matic in Semarang, which amounted to 100 respondents. Type of data is primary. A method of data collection using questionnaires. The analysis technique used is multiple regressions.*

*Analysis results is by using SPSS Version 13 shows that: (1). The view (visibility) significantly influence the intention to purchase the Honda brand motorcycle matic Vario in Semarang. (2). Credibility (credibility) significantly influence the intention to purchase the Honda brand motorcycle matic Vario in Semarang. (3). Attraction (attraction) significantly influence the intention to purchase the Honda brand motorcycle matic Vario in Semarang. (4). The strength (power) significantly influence the intention to purchase the Honda brand motorcycle matic Vario in Semarang. View of the level of influence, credibility, attractiveness, and the power of advertising on intention to purchase the Honda brand motorcycle matic Vario amounted to 66.2% (adjusted r square = 0.662), while 33.8% (100% -66.2%) interest matic buying Honda motorcycles Vario explained by other unexamined factors.*

**Keywords : Views (Visibility), Credibility (Credibility), Attraction (Attraction), Power (Power) and the Interest Purchase**