ABSTRAK

Pemakaian *celebrity* dalam mempromosikan produk sering digunakan untuk mendukung penjualan suatu produk, pemasar biasanya menggunakan *celebrity endorser*. tiga dimensi yang membentuk kredibilitas selebriti yaitu *attractiveness* (daya tarik), *trustworthiness* (kepercayaan), dan *expertise* (keahlian). Metode analisis data yang digunakan adalah analisis regresi linear berganda. Sampel yang digunakan dalam penelitian ini berjumlah 100 responden. Data penelitian diolah dengan menggunakan Microsoft Excel dan software SPSS 25. Hasil penelitian ini menunjukkan bahwa variabel **attractivess**, *trustworthiness*, dan *expertise* berpengaruh secara parsial dan simultan terhadap minat beli produk Emina pada pengguna sosial media di Bandar Lampung. Kontribusi variabel bebas (*attractiveness, trustworthiness), dan expertise*) terhadap variabel terikat (minat beli) adalah sebesar 97%.

Kata kunci: *Attractveness, Trustworthiness, Expertise,* Minat Beli

ABSTRACT

The use of celebrity in promoting products is often used to support the sale of a product, marketers usually use celebrity endorsers. The three dimensions that shape celebrity credibility are attractiveness, trustworthiness, and expertise. The data analysis method used is multiple linear regression analysis. The sample used in this study amounted to 100 respondents. The research data was processed using Microsoft Excel and SPSS 25 software. The results of this study indicate that the attractiveness, trustworthiness, and expertise variables partially and simultaneously influence the buying interest of Emina products among social media users in Bandar Lampung. The contribution of the independent variables (attractiveness, trustworthiness and expertise) to the dependent variable (purchasing intention) is 97%.

Keywords: Attractiveness, Trustworthiness, Expertise, Purchase Intention