

ABSTRACT

This study aims to analyze the factors in athlete endorser that determine attitude toward the brand and its influence on purchase intentions. The factors are trustworthiness, expertise, attractiveness, and congruency. The object of this research is a brand that is promoted by athlete endorser.

The sample collection method in this study is non-probability sampling using purposive sampling technique. The total number of respondents obtained used as a sample are 666 respondents. The method of analysis uses multiple linear regression and simple linear regression.

The results showed that trustworthiness, expertise, and congruency had a significant positive effect on attitude toward the brand, while attractiveness was not proven to have a significant effect. Furthermore, attitude toward the brand have a significant positive effect on purchase intentions.

Keywords: athlete endorser, trustworthiness, expertise, attractiveness, congruency, attitude toward the brand, purchase intention.