

ABSTRACT

Celebrity Endorsement and Brand Awareness Effect on Purchase Intention: Case Study of Healthy Go Catering

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The food business has been everywhere because food is very important for every human being to have energy every day. The nature and behavior of each person is different in response to eating, some choose to cook every day and some choose online delivery or catering. During a pandemic like this, people choose to cook at home for reasons that are healthier and more nutritious so that their nutrition and immunity are maintained. However, there are many people want to start a healthy life without having to struggle, they choose healthy catering so that their nutrition and immunity are maintained. Healthy catering businesses, especially Healthy Go owners, choose to do promotions through celebrity endorser and also build brand awareness so that their brands will be well known by many people. The goal of Healthy Go owners promoting and build brand awareness to influence people to have a purchase intention of healthy catering.

This study uses quantitative data in the form of questionnaires distributed to 228 people who are interested in healthy food and know the Healthy Go brand, while only 205 questionnaires can be used.

Keywords: Celebrity endorsement, brand awareness, purchase intention