

ABSTRACT

The purpose of this study was to determine the effect of Celebrity Endorsers, Design and Brand Image on the decision to purchase a veil at the Elzatta Gallery, Lampung. The population of this study are consumers who have purchased at Elzatta. The method used in this research is quantitative. The sampling technique in this study used Nonprobability Sampling with a total sample of 130 respondents. For data processing this study used SPSS statistics version 26. Because it has more than one variable, this study used multiple linear regression analysis. This analysis is used to examine the relationship between the independent variables and the dependent variable. The results showed that the Celebrity Endorser, Design and Brand Image variables partially had a positive and significant effect on the decision to purchase the veil at the Elzatta Lampung gallery. The results of this study also show that the variables Celebrity Endorser, Design and Brand Image simultaneously have a positive and significant effect on the decision to purchase a veil at the Elzatta Lampung gallery. Based on the test results of the coefficient of determination (R^2) of 0.982 or 98%, this shows that 98% of the influence can be explained by the independent variables (Celebrity Endorser, Design and Brand Image).

Keywords: *Celebrity Endorser, Design, Brand Image*