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Attracting Customers Interest through Celebrity Endorsement for Marketplace Dettix Shampoo (Pria T T 1, Purba Tuban)2, Akbaraheni3 Faculty of Economics, Universitas Islam Kalimantan Muhammad Arif Ridwan, Banjarmasin, Indonesia)3.3 Abstract This study aims to determine the tendency of celebrity endorser mediated by brand awareness impact in affect buying interest from the public. This is because celebrities are people who are well known to the public and have their own charm. So that with the support of celebrities will have an impact on the sale of their products.

Some marketplace use celebrities as brand ambassadors to attract buyers, besides it will give celebrity brands that are commonly remembered by customers. In this study include the procedure is unknown, the sampling technique were purposive sampling as many as 210 respondents. The analysis technique used is Structural Equation Modeling (SEM). The results show that brand awareness mediates the influence of celebrities on customer interest when

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