

ABSTRAK

DINA NURMALA. Pengaruh *Celebrity Endorser* terhadap Minat Beli Konsumen Secara Online Pada Media Sosial Instagram (Studi kasus pada *followers* Ayu Ting Ting di wilayah Jakarta Barat) (dibimbing oleh I'in Endang Mardiani).

Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh yang signifikan antara penggunaan *celebrity endorser* Ayu Ting Ting di Instagram terhadap minat beli. Sebagai variabel independen yang terdiri dari yaitu *Visibility* (X_1), *Credibility* (X_2), *Attractiveness* (X_3), dan *Power* (X_4). Sedangkan variable dependen adalah Minat Beli (Y). Populasi dalam penelitian ini adalah *followers* salah satu selebriti di Instagram yaitu @Ayutingting92 yang cukup populer karena jumlah *followers* nya.

Dengan menggunakan analisis regresi melalui uji parsial, hasil penelitian ini menunjukkan bahwa tidak ada pengaruh yang signifikan antara *Visibility* terhadap minat beli konsumen, terdapat pengaruh yang signifikan antara *Credibility* terhadap minat beli konsumen, terdapat pengaruh yang signifikan antara *Attractiveness* terhadap minat beli konsumen, dan terdapat pengaruh yang signifikan antara *Power* terhadap minat beli konsumen. Dan melalui uji simultan terdapat pengaruh antara *Visibility*, *Credibility*, *Attractiveness*, dan *Power* dari *celebrity endorser* terhadap minat beli konsumen di Instagram.

Kata Kunci : *Visibility*, *Credibility*, *Attractiveness*, *Power*, *Celebrity Endorser*, Minat Beli.

ABSTRACT

DINA NURMALA. Influence of Celebrity Endorser toward Purchase Intention on consumer Buy Online On Social Media Instagram (A case study on followers Ayu Ting Ting in West Jakarta) (supervisor by I'in Endang Mardiani).

This research aimed at find out the influence of a celebrity endorser Ayu Ting Ting in instagram to purchase intention. As the independent variable that is variable X_1 consisting of visibility, X_2 credibility, X_3 attractiveness and X_4 Power. As the dependent variable is Y of purchase intention. The population in this research is the followers of one of the celebrity endorser instagram @Ayutingting92 are popular because the number of her followers.

By using multiple regression analysis data the results of this study showed that there is no significant between the Visibility on consumer purchase intention, a significant difference between the Credibility on consumer purchase intention, a significant difference between the Attractiveness on consumer purchase intention, and a significant difference between Power on consumer purchase intention. And through the test simultan there is influence between Visibility, Credibility, Attractiveness, and Power of a celebrity endorser of the Purchase Intention in Instagram.

Keywords : Visibility, Credibility, Attractiveness, Power, Celebrity Endorser, Purchase Intention.