

PENGARUH *CELEBRITY ENDORSER* PADA MEDIA SOSIAL INSTAGRAM TERHADAP MINAT BELI KONSUMEN ERTOS BEAUTY INDONESIA

ABSTRAKSI

Oleh:

IKA RATNA NOVITA

Dosen Pembimbing

Nurul Hidayati SE., MM

Penelitian ini bertujuan untuk menguji dan menjelaskan apakah ada pengaruh positif dan signifikan *celebrity endorser* di media sosial instagram terhadap minat beli konsumen?. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. populasi semua pengguna produk kosmetik Erto's Beauty Indonesia pada mahasiswi STIE PGRI Dewantara dengan sampel penelitian sebanyak 98 mahasiswi, analisa data dengan menggunakan metode statistik Regresi Linier sederhana dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa *Celebrity Endorser* mampu meningkatkan minat beli kosmetik Erto's di Gerai Erto's Jombang

Kata Kunci: celebrity endorser pada media sosial instagram dan minat beli

THE INFLUENCE OF CELEBRITY ENDORSER IN INSTAGRAM SOCIAL MEDIA ON CONSUMER INTERESTS IN INDONESIA ERTOS BEAUTY

ABSTRACT

By:

IKA RATNA NOVITA

Advisor

Nurul Hidayati SE., MM

This study aims to examine and explain whether there is a positive and significant influence of celebrity endorsers on Instagram social media on consumer buying interest ?. The study uses explanatory research methods carried out through data collection in the field. population of all users of Ertos Beauty Indonesia cosmetic products in the STIE PGRI Dewantara student with 98 research samples, data analysis using simple Linear Regression statistical methods and hypothesis testing and coefficients are terminated. Based on the results of the study showed that Celebrity Endorser was able to increase the interest in buying Erto's cosmetics at Erto's Jombang outlets

Keywords: celebrity endorser on Instagram social media and buying interest