

**PENGARUH DARI *CELEBRITY ENDORSER* DI MEDIA SOSIAL
INSTAGRAM TERHADAP *CUSTOMER'S ATTITUDE TOWARD BRAND*
MS GLOW BEAUTY DAN *CUSTOMER'S PURCHASE INTENTION***

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ABSTRAK

Penelitian ini memiliki tujuan untuk menganalisis pengaruh *personality image* dari *celebrity endorser*, yaitu; *trustworthiness*, *expertise*, *attractiveness*, *similarity*, *liking*, *familiarity*, dan *match-up congruency* pada sikap konsumen terhadap merek dan produk MS Glow Beauty di Surabaya. Penelitian ini menggunakan jenis penelitian *basic research* yang menggunakan 9 variabel yaitu *celebrity trustworthiness*, *celebrity expertise*, *celebrity attractiveness*, *celebrity similarity*, *celebrity liking*, *celebrity familiarity*, *celebrity match-up congruency*, *customer's attitude toward brand* dan *customer's purchase intention*. Dalam pengambilan data primer, penelitian ini menggunakan media kuesioner yang disebarakan secara *online*. Metode pengolahan data dalam penelitian ini menggunakan *software statistika IBM SPSS Statistics 25.0 for windows* guna melakukan uji Validitas dan Uji Reliabilitas. Dalam melakukan pengolahan data, penelitian ini menggunakan metode SEM (*Structural Equation Modelling*) dengan *software AMOS 22.0 for windows* untuk melakukan uji model dan uji hipotesis. Hasil penelitian menunjukkan bahwa variabel *celebrity trustworthiness*, *attractiveness*, *liking*, dan *familiarity* memiliki hubungan positif signifikan terhadap *customer's attitude*. Variabel *customer's attitude* memiliki pengaruh positif signifikan terhadap *customer's purchase intention*. Sedangkan variabel *expertise* dan *similarity* memiliki hubungan positif tidak signifikan terhadap *customer's attitude* dan *celebrity match-up* tidak memiliki pengaruh signifikan dan berarah negatif terhadap *customer's attitude*.

Kata kunci: *celebrity endorser*, *customer's attitude toward brand*, *customer's purchase intention*.

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ABSTRACT

This study aims to analyse the influence of the personality image of celebrity endorsers. There are trustworthiness, expertise, attractiveness, similarity, liking, familiarity, and match-up congruency on customer attitudes towards MS Glow Beauty brands and products in Surabaya. This study uses a type of basic research that uses nine variables: celebrity trustworthiness, celebrity expertise, celebrity attractiveness, celebrity similarity, celebrity liking, celebrity familiarity, celebrity match-up congruency, customer's attitude toward the brand, and customer purchase intention. In collecting primary data, this study uses a questionnaire that is distributed online. The data processing method in this research uses statistical software IBM SPSS Statistics 25.0 for windows to perform validity and reliability tests. In processing data, this study uses the SEM (Structural Equation Modeling) method with AMOS 22.0 for windows software to perform model testing and hypothesis testing. The results showed that the variable celebrity trustworthiness, attractiveness, liking, and familiarity significantly affected the customer's attitude. The variable of customer's attitude has a significant positive effect on customer's purchase intention. Meanwhile, the variables of expertise and similarity have a positive and insignificant relationship with customer's attitude, and celebrity match-up does not have a significant and negative influence on customer's attitude.

Keywords: celebrity endorser, customer's attitude toward brand, customer's purchase intention.