



# The Influence of Celebrity Endorsements on Purchase Interest in Online Shops Through Instagram (Study on Instagram Followers @btr\_meyden)

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**Abstract.** The aim of this research is to examine the influence of celebrity endorsements on purchase interest in online shops through Instagram social media using quantitative research methods. The data collection technique uses questionnaires that are distributed to Instagram followers @btr\_meyden. The population in this study was all Instagram followers @btr\_meyden and the number of samples taken amounted to 100 respondents using the Lameshow formula technique. Simple linear regression was used for data analysis techniques. Validity and reliability test were used in data quality test, normality test, and heteroscedasticity test were used in classical assumption test, and t test and F test were used for hypothesis test. The results of this study show that celebrity endorsements have a positive and significant effect on buying interest in Instagram followers @btr\_meyden, and the value of the coefficient of determination (R<sup>2</sup>) is 0.381. The better the endorsement celebgram in conveying product messages, it can attract consumer buying interest.

**Keywords:**Celebrity Endorsement,Buying Interest, Purchase, Instagram,online shop

## 1 Introduction

In the world of marketing, promotion has an important role in increasing sales. It is engaged in activities in the field of marketing that aim to increase profits. Marketing mix is an activity in marketing that is carried out in an integrated manner. This means that these activities are carried out simultaneously between the elements present in the marketing mix. According to Kotler and Fox (Lupiyoadi, 2013) the elements in the marketing mix consist of products, promotions, prices, processes, people, locations and physical evidence, so each element requires its strategy. Promotion is used as a marketing communication medium that describes brand voice to be used as a tool to build relationships with consumers (Kotler & Keller, 2009). By using social media in the promotion process, companies or manufacturers usually use the services of celebrity supporters to promote a

product. Celebrity supporters or Endorsement Celebrities are individuals who are known to have many followers and often promote various products from various brands and online businesses. Consumer buying interest can usually be attracted because of trust in the endorsement Celebgram where followers will follow their idol, besides that the self-image and communication style created by a celebrity can also increase consumer buying interest. Consumer trust gets considerable attention from business people, the majority of business people make all kinds of efforts to be able to build trust so that it can become a magnet that can attract consumers. Various kinds of strategies are carried out so that consumers are influenced and make transactions on both small and large scale. Awalliah (2018) previously researched, stated that the endorsement of celebrities has a positive and significant effect, if the endorsement is of high quality, it will increase buying interest, while the research of Stefanus & Loisa (2022), stated that the endorsement of celebrities do not affect buying interest because buying interest is something that is subjective to each individual and will appear when the attributes of a product have met the functional value following the needs of the subject. This is the basis for researchers to further examine Instagram segmentation to find out how much celebrity endorsements can influence buying interest. This research is also motivated by the rampant endorsements carried out by celebrities on Instagram social media. This adds to Instagram's function which was originally for sharing photos and videos, but now it's more filled with posts by celebrities who promote Online Shop accounts and can be used to shop online. The author will examine the followers of @btr\_meyden celebrities. The followers studied are focused on teenagers because currently, digital spending is more dominated by teenagers. Selebgram @btr\_meyden is one of the female celebrities from Jakarta and is a celebrity from the field of gamers who is already well-known in the market and has a distinctive promotional style by using negative communication styles such as harsh words, but this communication style can actually attract many viewers and attract the consumers attention to see the products promoted by the celebgram.

## **2 Literature Review**

### **2.1 Marketing Management**

According to Tjiptono (2011), marketing management is a comprehensive system of commercial operations, marketing management plans, distributes, and sets pricing for goods, services, and concepts that can fulfill the needs of the target market in order to meet organizational objectives. The definition of marketing management according to Sudarsono (2020), Marketing management is the process of planning, and implementing (including organizing, directing, and coordinating) marketing activities within a company to achieve the organization's goals efficiently and effectively.

## 2.2 Marketing Mix

According to the Kotler & Armstrong (2008), Marketing Mix is a set of controlled tactical marketing tools combined by companies to gain the desired response of the target market. Kotler & Keller (2009), mention there are 7 factors in the marketing mix strategy which will be described one by one as follows: product, price, Place or Distribution Channel, Promotion, people, process, and physical appearance.

## 2.3 Celebrity Endorsement

According to Bakry (2016), An endorser is a symbol (also known as a direct source) who uses promotional actions to convey a message and/or showcase a good or service in an effort to bolster the efficacy of the product. Adinda & Edriana Pangestuti (2019), explained that Celebgram is an abbreviation of two words, namely celebrity (celeb) and Instagram (gram). Celebrity is a loanword from Greek which means the state of being popular, then celebgram can be interpreted as an Instagram celebrity or someone who has popularity on Instagram social media. Types of Endorsers According to Kusuma et al (2020): Expert, Standout, Celebrity, Testimony, Terrestrial, Client, Leader, Uniqueness.

## 2.4 Celebrity Endorsement Indicator

According to Rossiter & Bergkvist (2018), celebrity endorsers have four communication characteristics which are conveyed through the VisCap model Visibility, Credibility, Attraction, and Power.

## 2.5 Buying Interest

Buying interest is one of the psychological aspects that has a considerable influence on the attitude of decisions to be made. Bakti & Alie (2020), states that consumer buying interest is a person intention that arises before purchasing a product or service. It can be said that buying interest become first before the purchase process takes place. While Duriyanto (2013) defines buying interest is something related to consumer plans to buy certain products, as well as how many product units are needed in a certain period. Lidyawatie (2008), states that several factors that influence interest are Difference in work, Socioeconomics differences, Differences in hobbies or hobbies, Sex differences, and Age differences.

## **2.6 Buying Interest Indicator**

Ferdinand (2014) states that indicators of buying interest are Referential Interest, transactional interest, Preferential Interest, and Exploratory Interest.

## **2.7 Social Media**

According to Boyd (2009), social media is an application to allow communities and individuals to collect, to communicate, to share and in some cases to collaborate and to play with each other.

On the other hand, Van Dijck (2013) claims that social media is a media platform that focuses on the presence of users who support it in activities and collaborations.

Social media can therefore be seen as an online medium (intermediary) that strengthens relationships and social bonds between users. According to Atmoko, Dwi & Bambang (2012), an example of Social media such as Instagram has the opportunity To do business for users, it can be used as a marketing communication tool by sharing photos of sellers' products and having a large number of followers.

## **2.8 Online Shop**

According to Sari (2015) online shopping is a purchasing process of goods or services by the seller through the internet. Further the online buyer and seller doesn't have to meet face-to-face. While in a broad sense, an online shop is a place where sellers and buyers do not meet physically.

## **3 Method**

Quantitative research was used in this study. Quantitative research is used to study a specific population or sample in a manner based on the philosophy of positivism. Sampling techniques are usually performed by calculating a certain appropriate sampling technique. The collection of quantitative or statistical data to test a hypothesis (Sugiyono, 2012). A data collection method in this study was questionnaire. Lameshow technique was used to determine the number of sample, and 100 Instagram followers of the study @btr\_meyden were taken as the sample for this study.

## 4 Result and Discussion

The data instrument was carried out using a questionnaire that was distributed to 100 Instagram followers @btr\_meyden. The questionnaire consists of two variables, namely the endorsement celebram with a total of 9 statements and the purchase interest variable with 9 statements With each item using an ordinal scale.

Before conducting research on objects, instrument tests were carried out on re-search questionnaires to determine their validity and reliability. The results of this validity test showed that 18 statement items as a whole are declared valid with the provision of person correlation per item calculated  $>0.196$ , reliability test used Cronbach's alpha statistical test based on the results of reliability testing Cronbach's alpha value of each variable greater than the minimum value of Cronbach's alpha of 0.6 therefore it can be concluded that the research instrument used to measure the overall variables used in Research on Instagram Followers @btr\_meyden can be said to be reliable.

The normality test results show that the variables of celebrity endorsement and buying interest are normally distributed because the significant value is above 0.05, which is

0.338. In this study heteroscedasticity did not occur, this is because the heteroscedasticity test obtained a significance value of  $0.188 > 0.05$

### 4.1 Simple Linear Regression Analysis

Simple Linear Regression Analysis was used to determine the influence of the independent variable on the dependent variable.

**Table 1.** Results of Simple Regression Analysis  
Coefficients<sup>a</sup>

| Model         | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|---------------|-----------------------------|------------|---------------------------|-------|------|
|               | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)  | 10.798                      | 3.775      |                           | 2.861 | .005 |
| Selebgram En- | .716                        | .092       | .617                      | 7.769 | .000 |

|             |  |  |  |  |  |
|-------------|--|--|--|--|--|
| endorsement |  |  |  |  |  |
|-------------|--|--|--|--|--|

a. Dependent Variable: Purchase intention

A simple linear regression model is as follows:

$$Y = 10,798 + 0,716X$$

From the model, it can be explained as follows:

1. A constant of 10.798 means that the consistent value of variable Y is 10.798 if variable X (Celebrity endorsement) is constant or fixed it will increase buying interest by 10.798. The coefficient X of 0.716 states that every additional 1% value of X (celebrity endorsement). Then it will increase buying interest by 0.716.
2. A constant of 10.798 means that the consistent value of variable Y is 10.798 if variable X (Celebrity endorsement) is constant or fixed, it will increase buying interest by 10.798
3. The X coefficient of 0.716 states that every 1% addition is X (celebrity endorsement). Then it will increase buying interest by 0.716.

#### 4.2 Hypothesis Test

Test t (Partial Test)

The author calculates the t-table, then the following results are obtained:

t-table  $Df = n - k - 1 = 100 - 1 - 1 = 98$  = at an alpha level of 0.05 2-sided testing, then obtained t-table = 1.661. Based on the t-count value, the t-count value is  $7.769 \geq$  t-table is 1.661 therefore it can be concluded that variable X (celebrity endorsement) has a positive and significant effect on Variable Y (buying interest) and is accepted. And H1 received the effect, because the significance value is smaller than 0.05 where the significance value is  $0.000 \leq 0.05$ .

#### Uji F

**Table 2.** F Test Results

| ANOVA <sup>a</sup> |                |    |             |        |                  |
|--------------------|----------------|----|-------------|--------|------------------|
| Model              | Sum of Squares | Df | Mean Square | F      | Sig.             |
| Regression         | 547.660        | 1  | 547.660     | 60.355 | 000 <sup>b</sup> |
| Residual           | 889.250        | 98 | 9.074       |        |                  |
| Total              | 1436.910       | 99 |             |        |                  |

a. Dependent Variable: Purchase Interest

The f test is performed by comparing the F-count with the F-table. Based on the Anova table in table 2, it can be seen that the value of F-count = 60.355. The author calculates the F-table as follows  $df = n-k-1 = 100-1-1 = 98$  at an alpha level of 0.05 2-sided testing, then obtained F-table = 3.94 this shows that the value of F-calculate  $60.355 \geq$  from F-table 3.94 and the value of significance to Y (buying interest) is  $0.000 \leq 0.05$ . It can be concluded that means that Celebrity Endorsement has a significant effect on buying interest.

**Coefficient Determination (R2)**

**Table 3.** Hasil Uji Determinasi

Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .617 <sup>a</sup> | .381     | .375              | 3.012                      |

- a. Predictors: (Constant), Selebgram Endorsement
- b. Dependent Variable: Purchase Interest

Based on the results of the R2 determination analysis shows that the R square is 0.381. with the calculation of the Coefficient (R square):

$$\begin{aligned}
 KD &= r \times 100\% \\
 &= 0,381 \times 100\% \\
 &= 38,1\%
 \end{aligned}$$

This contains the understanding that Variable X (Celebrity Endorsement) affects 38.1% of variable Y (Buying Interest), while 61.9% is influenced by variables otherthan Celebrity Endorsement.

**4.3 Discussion**

Based on the results of a simple linear regression analysis, it is known that this study shows that celebrity endorsements affect purchase interest in Instagram followers @btr\_meyden.

Hypothesis testing shows the value of t-count > t-table and significance <  $\alpha$  then H1 is accepted, meaning that celebrity endorsement (X) has a positive and significant effect on purchase interest (Y) in Instagram followers @btr\_meyden. It can be said that the better the quality of the endorsement celebgram, the higher it will be in increasing purchase interest in potential customers.

The results of this research is similar to research of Suryadi (2016) which states that endorsement is a direct source for delivering a message or for demonstrating a product and/or service to enhance the product effectiveness of message delivery. Using quality endorsements and conveying product messages well can cause buying

interest for potential customers or customers. Therefore, a company can increase purchasing power by using the services of endorsements.

#### 4.4 Conclusion

The aim of this study is to examine the influence of celebrity endorsements on purchase interest in online shops through Instagram. The quantitative research method was used. This study found that the Selebgram endorsement variable has a positive and significant effect on purchasing interest. The results of this research is similar to study of Bakry (2016) which states that endorsement is a direct source for delivering a message or demonstrating a product or service to support the effectiveness of delivering a product message. By using quality endorsements and being able to convey the product message well, it can generate buying interest for potential consumers or customers. Therefore, a company can increase purchasing interest by using endorsement services.

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