

ABSTRACT

Alco is a small and medium businesses producing knit sweaters. Alco admitted about an increase in sales after endorsement to celebrity endorser. But, there is a decline in sales in the mid 2016 even Alco been using celebrity endorser. From the initial survey results that the researcher conducted to prove recognition of Alco, these survey results showed that respondents knew Alco online shop and make a purchase decision from celebrity endorser, word of mouth, and explore Instagram. Inside Instagram, in addition to celebrity endorser that can affect a person's buying decision contained in a photo caption in the social media Instagram. And from the caption can be said as a word of mouth expressed by consumers an online shop on Instagram. explore Instagram is a feature from Instagram Thus, this study uses independent variable celebrity endorser and word of mouth.

This study was conducted to know the influence of celebrity endorser and word of mouth on the purchase decision of sweater in an online shop Alco in social media Instagram. The purpose of this study is to know celebrity endorser influence on the purchase decision of sweater in an online shop Alco in social media Instagram, influence of word of mouth on the purchase decision of sweater in an online shop Alco in social media Instagram This study was conducted to know the influence of celebrity endorser and word of mouth partially and simultaneously on the purchase decision of sweater in an online shop Alco in social media Instagram.

Celebrity is a character (actor, entertainer or athlete) known to the public because of his achievements in different areas of the product class supported. The advertisers and advertising agencies are willing to pay a higher price to the celebrities liked and respected by the target audience and that are expected to influence the attitudes and consumer behavior on the products supported. (Shimp, 2010:250). According to Sernovitz (2012:8) It can be concluded that Word of Mouth is a communication process among humans from mouth to mouth where delivering information is not the source of marketing or particular advertisement. Kotler and Keller (2012:188) Purchase decision is a purchase process where customers are really deciding to purchase and enjoy the goods or services among alternative choices.

The type of research used is descriptive and causal research with the method used is quantitative. This study was involving 100 respondents of Alco consumers in social media Instagram. The sampling technique was using a non-probability sampling type of incidental sampling. This study uses multiple regression analysis technique.

The results showed that simultaneously celebrity endorser and word of mouth are significantly influencing purchase decisions. Partially celebrity endorser and word of mouth are significantly influencing purchase decisions. The coefficient of determination obtained by 0.723. This shows that the influence of the independent variables (celebrity endorser and word of mouth) on purchasing decisions by 72.3% while the remaining 27.7% is influenced by other factors not examined in this research.

Keywords : *Celebrity Endorser, Word Of Mouth, Purchase Decision*