

## **ABSTRACT**

*The rapid development of communication and internet technology in the era of globalization is due to the presence of the internet which has succeeded in changing people's behavior and encouraging cultural changes in human life. People tend to be more practical and choose to consume information through the internet and social media that makes it easier for people to make transactions because they no longer require energy and long time to find the items needed or often also called online transactions. Local.id is an online-based business that uses Instagram social media as a forum for media promotion and information media about its products because it allows in conducting promotions and sales that reach potential consumers widely.*

*This study aims to determine the effect of Celebrity Endorser and Electronic Word of Mouth on Purchasing Decisions on Local.id instagram accounts. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linear regression analysis. Based on the results of the study it can be concluded that the response of respondents to the Celebrity Endorser variable is included in the very good category, Electronic Word of Mouth variable is included in the very good category and the Purchase Decision variable is in the very good category. The conclusion of this study is Celebrity Endorser and Electronic Word of Mouth influence on Purchasing Decisions on Local.id Instagram account with a percentage of 73.9% and the remaining 26.1% is influenced by other variables not examined in this study. These results can be interpreted by the better Celebrity Endorser and Electronic Word of Mouth owned by Local.id, the better the Consumer Decision of consumers on Local.id instagram accounts.*

**Keywords: Celebrity Endorser, Marketing, Electronic Word of Mouth and Purchasing Decisions.**