ABSTRACT

Instagram is the most accessible social media when using the Internet. Instagram is a photo sharing application that allows users uploading photos, videos and share them with other users, but Instagram is currently used as a medium for conveying information of a product sold. The owner of online shop on Instagram promoting their products through celebrity endorser that are expected to influence the consumer purchase decision process that will increase revenue. One of the online shop which is using celebrity endorser in the social media Instagram is Esgotado which is an SME that manufactures bags made of canvas. This studies aims to determine the effect of celebrity endorser comprised of visibility, credibility, attraction and power of the consumer purchase decision process (studies on online shop Esgotado in social media Instagram).

This type of research is descriptive and causality with quantitative research methods used. In this study involving 100 respondents bag Esgotado consumers in social media Instagram. The sampling technique using a non-probability sampling and purposive sampling type. This study uses regression analysis techniques.

The results showed that simultaneous celebrity endorser (visibility, credibility, attraction and power) significantly influence the purchase decision process of 72.3%. Partially visibility significantly influence the purchase decision process by 14.8%, credibility significantly influence the purchase decision process by 10.8%, attraction significantly influence the purchase decision process by 21.8% and power significantly influence the purchase decision process at 21. 9%.

Keyword: Attraction, Celebrity Endorser, Credibility, Consumer Purchase Decision Process, Power, Visiblity.