

ABSTRACT

Nowadays, the use of Instagram is growing rapidly causing companies engaged in the culinary field are trying to use this media to market their products. One way to market products on Instagram social media is to use endorsements. Endorsements on food products generally use Instagram celebrities (celebrities) or use food bloggers.

The purpose of this study was to determine how the effect of endorsement on purchasing decisions through mediating pleasure and arousal variables in advertising food products using selebgram and food bloggers.

This research was conducted using quantitative methods with a sample of 400 respondents. Data collection is done through the distribution of questionnaires online. The analytical method used is the Structural Equation Modeling method. Data processing was performed using Partial Least Square software version 2.0.

After conducting research, it was found that the endorsement had a positive and significant influence on purchasing intention, while the pleasure and arousal mediation variables had a negative effect on purchasing intention. Overall, endorsement by using Celebrity has a more effective impact compared to using food bloggers for food advertising on Instagram.

Based on the results of the analysis, the use of selebgram has proven to be more effective compared to the use of food bloggers for food advertising on Instagram, therefore companies engaged in culinary can use selgram to advertise their products on Instagram social media.

Keywords: arousal, endorsement, pleasure, purchase intention