

ABSTRACT

Jajanankeke is one of the food & beverage SMEs that focuses on selling snacks which Dineke Kusumawati founded in June 2019. Since the beginning of Jajanankeke, the average product sales in a month prior to the endorsement strategy were 15 products. In dealing with this, Dineke finally started trying to endorse several Celebrity Endorsers, one of them was Fadil Jaidi. The impact of the endorsement, especially to Fadil Jaidi, is that his sales increased by 500% or 75 products in the first 2 months after doing the endorsement, even having exceeded 100 products sold in a month.

This study aims to determine and analyze the influence of celebrity endorser "Fadil Jaidi" in trustworthiness, expertise, attractiveness, respect, and similarity to the purchasing decisions of Jajanankeke products on Instagram social media. This type of research uses quantitative research methods. The population used is people who have bought Jajanankeke products and who know Jajanankeke through celebrity endorser "Fadil Jaidi". The sampling technique in this study used the probability sampling method. The research data were obtained from distributing online questionnaires via Google Form to 100 respondents and processed using SPSS 25 software. Data analysis in this study used Validity Test, Reliability Test, Descriptive Analysis, Classical Assumption Test, Multiple Linear Regression Analysis, F Test, Test T, and the Coefficient of Determination Test.

The results showed that (1) the use of social media marketing using a celebrity endorser "Fadil Jaidi" can encourage consumers to make purchases of Jajanankeke products. (2) The purchasing decision variable has a good assessment according to the respondents. (3) Trustworthiness, Expertise, Attractiveness, Respect, and Similarity in the celebrity endorser variable have a partial effect on the decision to purchase Jajanankeke products on Instagram social media. (4) Trustworthiness, Expertise, Attractiveness, Respect, and Similarity in the celebrity endorser variable have a simultaneous effect on the decision to purchase Jajanankeke products on Instagram social media.

Keywords: Celebrity Endorser, Trustworthiness, Expertise, Attractiveness, Respect, Similarity, Purchase Decision