SUMMARY

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Celebrity endorsers are all individuals who are well-known in the community and use their popularity to promote brands or products displayed in the form of advertisements to consumers (McCracken 1989). Celebrity endorsement is one way to advertise a product or brand that is mostly done in various media, one of which is Instagram. There are pros and cons in promotional strategies that include celebrities in it, one of the cons is their credibility. The credibility defined as a tendency to believe in someone or source, in this case celebrities. The credibility of the celebrity is an important factor in the success of the endorsement itself, it is expected that celebrities have three criteria of credibility, (1) expertise in promoting products or brands, (2) trustworthiness towards celebrity, and (3) the attractiveness of the celebrity. A credible celebrity is expected to form a positive attitude or reaction of consumers in evaluating the endorsement, brand and purchase intention.

This study used a quantitative descriptive method by conducting a survey among Instagram active users and conducted by face to face interviews. Respondents live in Jakarta, Female, 18–34 years old, has Instagram’s account, and active in Instagram at least once a week. Proportion test and Structural Equation Modeling (SEM) with Unweighted Least-Squares (ULS) were used to analyze the data.

Based on the results of research, there are no significant differences in consumer perceptions related to credibility, attitudes towards endorsements, attitudes towards brands, and purchase intention between single celebrity endorsement and multiple celebrity endorsement. The expertise possessed by celebrities contributes the smallest in reflecting a credible endorser celebrity figure. Credible celebrities according to consumers can bring positive attitudes towards Wardah and OPPO endorsement in all formats, namely single celebrity endorsement and multiple celebrity endorsement. While celebrity credibility is still not consistent in influencing consumer attitudes towards brand, it can be seen when a credible celebrity chosen, celebrity can build a positive attitude towards a brand that is advertised directly or indirectly through mediating a positive attitude towards endorsement. The direct influence of credible celebrities on buying intention is seen in Wardah and OPPO endorsement.

The priority for Wardah and OPPO related to the results of this study is to determine an appropriate endorsement strategy after seeing the results of the comparison of perceptions that come to the minds of consumers when evaluating two different endorsement formats, the results showed that there were no significant differences between the two formats. These results can be taken into consideration in the determination of the expenditure budget for celebrity contracts and advertisements in each company. Furthermore, how to make sure the selected brand ambassador is able to have the criteria to be said as a credible celebrity, one that needs to be focused is celebrity expertise in order to look smart/know a lot about the product or brand, visible conformity between her image and the advertised brand, as well as ability provide necessary information about the product, so that the presence of these celebrities can have a positive influence or impact on
consumer attitudes and consistent purchase intention in all conditions of the endorsement format chosen by the company.

Keywords: credibility of celebrity, purchase intention, celebrity endorsement, consumer attitudes