

ABSTRACT

ANALYSIS OF SELEBGRAM ENDORSE IN SOCIAL COMMERCE ON IMPULSIVE BUYING INTENTIONS (CASE STUDY: LOOKATME CLOTHES PURWOKERTO)

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Instagram social media allows users, especially business actors, to market their products and be used as a place to endorse by celebrity endorsers. The Instagram platform is a strategic area for promoting products and implementing marketing tactics. The Lookatme Clothes Store Purwokerto is one of the fashion stores in the clothing sector that uses celebrity endorsements to promote its products on social media. In its application, the use of celebrity endorsement services on their Instagram social media has not been able to increase turnover and has not had a significant effect on product sales even though they have paid for endorsements. This is evidenced by the supporting data before being endorsed and after being endorsed by an endorsed celebrity, namely the quantity of sales that is different from those that are not endorsed. This condition is seen from the product insights on the Lookatme Clothes Purwokerto Instagram account, as well as the number of products sold that are different from other products that are not endorsed. Based on these problems, it is necessary to analyze the influence of celebrity endorsements at the Lookatme Clothes Purwokerto store to increase product sales. This research was conducted with the aim of knowing the influence of celebrity endorsements and knowing the factors that influence customer buying interest in products. In this study, the framework used is SOR (stimulus organism response) explaining the stimulus (message) from the endorsed celebrity, the organism (communicant) when the endorsed celebrity endorses on an Instagram account and the response (effect) from followers of the Lookatme Clothes Purwokerto store. The results obtained in this study are that the variable expertise (expertise) owned by celebrity endorsers has a positive effect on brand attitudes (brand attitude) and product attractiveness (product attractiveness), trust (trustworthiness) owned by celebrity endorsers has a positive effect on brand attitudes. (brand attitude) and brand attitude (brand attitude) positively influence consumers' impulsive buying intentions.

Keywords: Celebrity endorse, Social Commerce, Impulsive Buying intentions, SOR Framework