

**THE EFFECT OF CELEBRITY ENDORSEMENT TOWARDS CONSUMER  
PURCHASE INTENTION**

(Study of the use of Karin Novilda as a Celebrity Endorser on Instagram)



**RESEARCH PAPER**

**Submitted as a Partial Fulfillment of the Requirement for Obtaining a Bachelor Degree of  
Management at the Faculty of Economics and Business**

**By:**

**AZAVIA HALAQTASIANA ABDAMA**

**B101173018**

**MANAGEMENT DUAL DEGREE PROGRAM ECONOMICS AND BUSINESS  
FACULTY UNIVERSITAS MUHAMMADIYAH SURAKARTA**

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**APPROVAL PAGE**

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Written by:

**AZAVIA HALAQTASIANA ABDAMA**

**B101173018**

Research has been accepted and approved

Thesis Supervisor,



**Soepatini, SE, M.si, Ph.D**

**NIDN: 0605097101**

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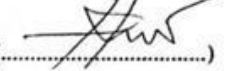


Arranged by:

AZAVIA HALAQTASIANA ABDAMA

B101173018

It has been maintained in front of the Board of Examiners Faculty of Economics and the Business Muhammadiyah University of Surakarta On Thursday, December 31, 2020, and declared to have met the requirements

The board of Examiners:

1. Kussudyarsana S.E. M.Si., Ph.D  
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2. Soepatini, SE, M.si, Ph.D  
(Member I Board of Examiners) 
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(Member II Board of Examiners) 

Dean of the Faculty of Economics and Business  
Muhammadiyah University of Surakarta



(Dr. H. Syamsudin, S.E.,M.M.)

NIDN. 017025701

## DECLARATION OF AUTHENTICITY

I, the undersigned below:

Name : **AZAVIA HALAQTASIANA ABDAMA**  
NIM : **B101173018**  
Study Program : **MANAGEMENT DOUBLE DEGREE**  
Thesis Title : **The Effect of Celebrity Endorsement Towards Consumer Purchase Intention (Study of the use of Karin Novilda as a Celebrity Endorser on Instagram)**

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Surakarta, 30<sup>th</sup> December 2020

Writer



**Azavia Halaqtasiana Abdama**  
B101173018

## **MOTTO**

*Allah does not burden a person, but according to his ability.*

(QS Al Baqarah 286)

*The whole purpose of education is to turn mirrors into windows.*

(Sydney J. Harris)

## **DEDICATION**

*Bismillahirrahmanirrahiim*

I present this paper with a great love for:

- Allah SWT, because of His blessings and mercy, can finish this research paper without any obstacles.
- Rasulullah SAW, prayers and greetings are always poured out for him, his family, and friends.
- My beloved parents, Dr. Abdurrahman Ama, Mkes SpKJ, and Sari Dwi Ariesiana, SE, always support me physically, mentally, and financially. Thank you very much for the prayers that have been sent to God so that I can finish my final project well.
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- For Mrs. Soepatini, SE, M.si, Ph.D. as a supervisor who has guided, motivated and encouraged me in the process of writing my final project.
- Thanks to all my dear friends, thank you for helping me complete this research paper despite the Covid-19 pandemic conditions.

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This thesis was composed as one of the requirements to achieve a Bachelor of Economics degree at the Faculty of Economics and Business, Study Program Management double degree, Muhammadiyah University of Surakarta.

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The author realizes that the writing of this thesis still lacks in both writing and presentation. For that, all suggestions and constructive criticism may be useful for further research. Hopefully, this thesis helps all who need it and be the beginning of a successful writer in the future. Amin.

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## Abstrak

Penelitian ini dilakukan untuk menguji pengaruh kredibilitas endorser yang terdiri dari daya tarik, keahlian, dan kepercayaan terhadap niat beli konsumen. Endorser yang digunakan dalam penelitian ini adalah Karin Novilda, seorang selebriti di Instagram. Penelitian ini menggunakan 120 responden di Surakarta yang termasuk dalam generasi milenial. Metode analisis data yang digunakan adalah metode analisis regresi linier berganda. Penelitian ini menggunakan penelitian kuantitatif untuk mengetahui hubungan antara Attractiveness, Expertise, dan Trustworthiness terhadap niat beli konsumen. Dengan menggunakan 18 item kuisisioner dan metode purposive sampling, data dikumpulkan dari 120 orang yang merupakan generasi milenial dan pernah melihat iklan yang dilakukan oleh Karin Novilda. Analisis data menggunakan uji regresi linier berganda. Uji-T digunakan untuk menguji hipotesis yang diajukan. Hasil penelitian menunjukkan bahwa Attractiveness dan Expertise tidak berpengaruh signifikan terhadap Purchase Intention, sedangkan Trustworthiness berpengaruh signifikan terhadap Purchase Intention.

**Kata Kunci:** Celebrity Endorsement, Niat Membeli Konsumen, Daya Tarik, Keahlian, dan Kepercayaan.

## Abstract

This study was conducted to examine the effect of endorser's credibility on attractiveness, expertise, and trustworthiness on consumer purchase intentions. The endorser used in this research is Karin Novilda, a celebrity on Instagram. This study used 120 respondents in Surakarta, who was included in the millennial generation. The data analysis method used is the multiple linear regression analysis methods. This study uses quantitative research to determine the relationship between Attractiveness, Expertise, and Trustworthiness on consumer purchase intentions, using 18 items of questionnaire and purposive sampling method, data were collected from 120 people who are of the millennial generation and have seen advertisements conducted by Karin Novilda. Data were analyzed using linear regression test multiple. The T-test is used to test the proposed hypothesis. The results show that Attractiveness and Expertise have no significant effect on Purchase Intention, while trustworthiness significantly affects Purchase Intention.

**Keywords:** Celebrity Endorsement, Consumer Purchase Intention, Attractiveness, Expertise, and Trustworthiness.



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