

THE INFLUENCE OF INSTAGRAM CELEBRITY ENDORSEMENT ON PURCHASE INTEREST IN STUDENTS OF THE TRISAKTI TOURISM INSTITUTE

Anita Swantari¹, Haryo Wicaksono², Pramudito³

¹Institut Pariwisata Trisakti, anitaswantari@stptrisakti.ac.id

²Institut Pariwisata Trisakti, haryowicaksono@stptrisakti.ac.id

³Institut Pariwisata Trisakti, pramudito@stptrisakti.ac.id

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Abstract

This study aims to determine the effect of celebrity endorsements on Instagram on the buying interest of Trisakti Tourism Institute students. This research is a qualitative research that is quantified through a simple regression method. The population in this study were all Trisakti STP students, while the sample consisted of 100 respondents. The sampling technique used is accidental sampling. Data collection techniques by distributing questionnaires with a Likert scale. The results showed that celebrity endorsements on Instagram had a significant effect on the buying interest of Trisakti Tourism Institute students. Instagram celebrity endorsements significantly affect purchase intention among Trisakti Tourism Institute students because of their positive perceptions of Instagram celebrities as endorsers, their reputation and popularity, and the ease with which celebrities promote products or services on social media.

INTRODUCTION

Celebrity endorsement on Instagram refers to the practice of using popular celebrities or influencers on Instagram to promote a brand's products or services. With the rise of social media, many companies have turned to influencer marketing as a way to increase brand awareness and sales (Dimeila & Farid, 2019). Instagram is a popular platform for celebrity endorsements because it has a large user base, especially among younger audiences who are more likely to follow and engage with influencers. Celebrities and influencers on Instagram have amassed large followings by creating engaging content that resonates with their audience, and their endorsement of a brand can have a significant impact on their