

**THE IMPACT OF E-WOM, CONSUMER TRUST,
AND CELEBRITY ENDORSEMENT TOWARD
PURCHASE INTENTION IN RAVELOUX
INSTAGRAM**

Thesis for S-1



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2017

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2017

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THESIS

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INTENTION IN RAVELOUX INSTAGRAM**

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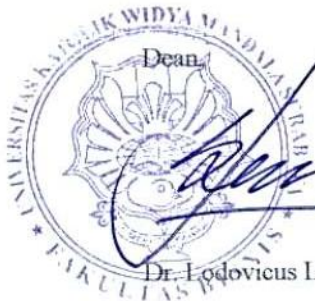
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The author realizes that in this thesis are still many shortcomings , therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 2017

Researcher

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The Impact of *E-wom*, *Consumer Trust*, and *Celebrity Endorsement* Toward *Purchase Intention* in *Raveloux Instagram*

ABSTRACT

This research was conducted to analyze the external factor of people to do a purchasing product in *Online Shop Instagram*. This research examine the impact of *E-wom*, *Consumer Trust*, and *Celebrity Endorsement toward Purchase Intention in Raveloux Instagram*.

The population of this study is the people in Indonesia who visit *Raveloux* in *Instagram*. The sample for this study of 150 people with characteristics such a people who already sent a message in Instagram, with an age ≥ 17 years old, , and already know about the *Raveloux*. This research used *Structural Equation Modeling* (SEM) as a data analysis technique. SEM is a statistical tool used to resolve simultaneous multilevel models that cannot be solved by a linear regression equation.

The results of this research and discussion *is E-wom* and *Celebrity Endorsement* play an important role in *Raveloux Instagram*, because of those techniques help The *Online Shop* to increase their sales. Good *E-wom* and *Celebrity* will give a positive result of people doing a *purchase intention* in *Online Shop*.

Keywords: *E-wom*, *Celebrity Endorsement*, *Consumer Trust*, and *Purchase Intention*.

Pengaruh *E-wom*, *Consumer Trust*, dan *Celebrity Endorsement* terhadap *Purchase Intention* di *Raveloux Instagram*

ABSTRAK

Penelitian ini dilakukan untuk menganalisis faktor eksternal orang untuk melakukan pembelian produk di *Toko Online Instagram*. Penelitian ini menguji dampak *E-wom*, *Consumer Trust*, dan *Celebrity Endorsement* terhadap *Purchase Intention* di *Raveloux Instagram*.

Populasi penelitian ini adalah orang-orang di Indonesia yang mengunjungi Instagram milik *Raveloux*. Sampel untuk penelitian ini terdiri dari 150 orang dengan karakteristik seperti orang yang sudah mengirim pesan di *Instagram*, dengan usia ≥ 17 tahun, dan sudah tahu tentang *Raveloux*. Penelitian ini menggunakan *Structural Equation Modeling* (SEM) sebagai teknik analisis data. SEM adalah alat statistik yang digunakan untuk menyelesaikan model multilevel simultan yang tidak dapat diselesaikan dengan persamaan regresi linier.

Hasil penelitian dan pembahasan ini adalah *E-wom* dan *Celebrity Endorsement* memainkan peran penting dalam *Raveloux Instagram*, karena teknik tersebut membantu toko *Online* untuk meningkatkan penjualan mereka. *E-wom* dan *Selebriti* yang baik akan memberi hasil positif dari orang-orang yang melakukan niat membeli di *Toko Online*.

Kata kunci: *E-wom*, *Celebrity Endorsement*, *Consumer Trust*, and *Purchase Intention*.