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International Business Management

**IMPACT OF VISIBILITY, CREDIBILITY, POWER, AND
ATTRACTIVENESS TOWARD PURCHASE INTENTION TO
USE SBYFOODIE WHICH IS PROMOTED IN THE CITY OF
SURABAYA**



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**IMPACT OF VISIBILITY, CREDIBILITY, POWER, AND
ATTRACTIVENESS TOWARD PURCHASE INTENTION TO
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SURABAYA**

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APPROVAL PAGE

THESIS

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TOWARD PURCHASE INTENTION TO USE SBYFOODIE WHICH IS PROMOTED IN
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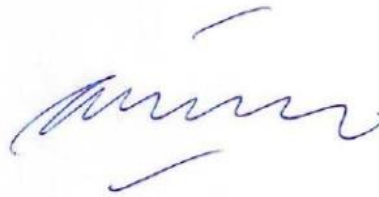
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FOREWORDS

All praises to God for His blessings and guidance so that the author is able to complete this final assignment titled “Impact of Visibility, Credibility, Power, and Attractiveness toward Purchase Intention to use sbyfoodie which is promoted in the City of Surabaya.” This final assignment is written as one of the requirements to obtain the title of Bachelor of Management from Faculty of Business, Widya Mandala Catholic University Surabaya.

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Although this final assignment has been completed, the author is aware that this final assignment is not perfectly done and will gladly accept criticism and constructive advice from all parties. Lastly, this author hopes that the final assignment will be able to bring knowledge and be of use to its potential readers.

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ABSTRAK

Pengesahan adalah bentuk iklan yang menggunakan tokoh atau selebritas terkenal yang menuntut pengakuan, kepercayaan, rasa hormat, atau kesadaran tinggi di antara orang lain. Iklan semacam itu terhubung dengan lebih banyak orang daripada yang dapat dilakukan oleh iklan konvensional, karena orang akan mengingat selebritas, tokoh terkenal, dan panutan bahkan dari kekacauan suara, orang, atau produk. Penemuan internet dan media sosial telah membuat penyebaran informasi lebih mudah dengan situs media sosial seperti Facebook dan Instagram.

Studi kuantitatif ini bermaksud menguji faktor-faktor yang mempengaruhi endorser online yang dapat mempengaruhi pelanggan potensial untuk membeli produk di sana. Variabel independen yang digunakan dalam penelitian ini adalah *visibilitas*, *kredibilitas*, *kekuatan*, dan *daya tarik* yang mempengaruhi variabel dependen *Niat Beli*. Objek penelitian ini adalah endorser online sbyfoodie online yang menggunakan Instagram sebagai platform utamanya. Sampel yang digunakan dalam penelitian ini adalah 89 responden yang dipilih secara acak. Sumber data diperoleh melalui kuesioner. Teknik analisis yang digunakan adalah regresi linier berganda.

Hasil penelitian ini akan menunjukkan variabel utama yang mempengaruhi niat beli pelanggan. Dengan hasil ini, menemukan cara untuk membuat dukungan online jauh lebih efektif.

Kata Kunci: Intensi Pembelian, Visibilitas, Kredibilitas, Kekuatan, Daya Tarik, Pendukung, Instagram,

ABSTRACT

Endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such advertising connects with a lot more people than what conventional advertising can, because people will remember celebrities, famous personalities, and role models even from a vast clutter of noise, people or products. The invention of the internet and social media has made the ability to spread of information easier.

This quantitative study intends to tests the factors that affect an online endorser of can influence potential customers to purchase products there. The independent variables that are used in this study are *Visibility, Credibility, Power, and Attractiveness* which affect the dependent variable of *Purchase Intention*. The object of this study is the online endorser sbyfoodie that uses Instagram as its main platform. The samples that are used in the study are 89 respondents that were chosen by random sampling. The data source is obtained through questionnaires. The analysis technique used is multiple linear regressions.

The results of this study will show which of the major variables that influence a customer's purchase intention. With these results, find ways to make online endorsement much more effective.

Key Words: Purchase Intention, Visibility, Credibility, Power, Attractiveness, Endorser, Instagram,