

THE INFLUENCE OF CELEBRITY ENDORSEMENT AND
CONSUMER TRUST TOWARD PURCHASE INTENTION IN
DOTIC DONUT INSTAGRAM IN MALANG

Thesis for S-1



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FACULTY BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2018

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toward purchase intention in Dotic Donut Instagram in Malang**

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BY :

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INTERNATIONAL BUSINESS MANAGEMENT

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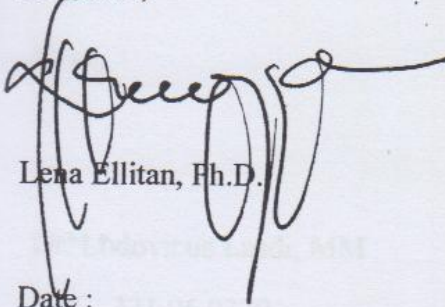
THESIS

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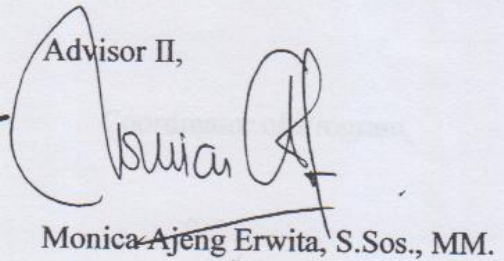
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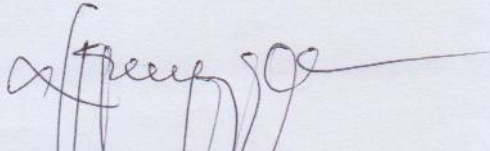
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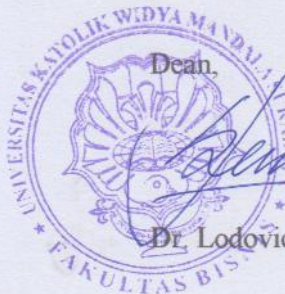
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FOREWORDS

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The Influence of Celebrity Endorsement And Consumer Trust Toward Purchase Intention In Dotic Donut Instagram In Malang

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 influence of Celebrity Endorsement and Consumer Trust toward Purchase Intention in Dotic Donut Instagram in Malang.

The population of this study is the people who live in Malang and have been visited Dotic Donut 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 Dotic Donut. 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 model.

The results of this research and discussion is Celebrity Endorsement and Consumer Trust play an important role in influencing Purchase Intention in Dotic Donut Instagram. Using local celebrity to endorse is approved in making consumer trust and have intention to buy Dotic Donut products.

Keywords: Celebrity Endorsement, Consumer Trust, Purchase Intention

The Influence of Celebrity Endorsement And Consumer Trust Toward Purchase Intention In Dotic Donut Instagram In Malang

ABSTRAK

Penelitian ini dilakukan untuk menganalisis faktor eksternal orang untuk melakukan pembelian produk di Toko Online Instagram. Penelitian ini menguji pengaruh Celebrity Endorsement dan Consumer Trust terhadap Purchase Intention di Instagram Dotic Donut di Malang.

Populasi penelitian ini adalah orang-orang di Malang dan pernah mengunjungi Instagram milik Dotic Donut. 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 Dotic Donut. 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 model regresi linier.

Hasil penelitian dan pembahasan ini adalah Celebrity Endorsement dan Consumer Trust memainkan peran penting dalam mempengaruhi Purchase Intention Instagram Dotic Donut. Menggunakan selebriti lokal untuk endorse terbukti membuat konsumen percaya terhadap produk dan memiliki niat untuk membeli produk Dotic Donut.

Kata kunci: Celebrity Endorsement, Consumer Trust, Purchase Intention