

ABSTRAK

PENGARUH PERSEPSI KONSUMEN PADA *TRUSTWORTHINESS, EXPERTISE, PHYSICAL ATTRACTIVENESS, DAN RESPECT CELEBRITY ENDORSER* TERHADAP MINAT BELI

Studi Kasus pada *Viewers* Perempuan Mimiperi Saat Meng-*Endorse* Produk Kewanitaan di Instagram

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Penelitian ini bertujuan untuk mengetahui: 1) persepsi konsumen pada *trustworthiness, expertise, physical attractiveness*, dan *respect celebrity endorser* yaitu mimiperi, 2) minat beli konsumen pada produk-produk yang di *endorse* mimiperi, 3) pengaruh persepsi konsumen pada *trustworthiness, expertise, physical attractiveness*, dan *respect celebrity endorser* secara simultan (bersama-sama) terhadap minat beli. 4) pengaruh persepsi konsumen pada *trustworthiness, expertise, physical attractiveness*, dan *respect celebrity endorser* secara parsial (individual) terhadap minat beli. Data dikumpulkan dengan menggunakan kuesioner. Sampel yang digunakan dalam penelitian ini berjumlah 100 responden. Teknik analisis data yang digunakan untuk menguji hipotesis adalah regresi linear berganda, uji F dan uji t. Hasil penelitian menunjukkan bahwa 1) persepsi konsumen pada *trustworthiness* tergolong baik, *expertise* tergolong tidak baik, *physical attractiveness* tergolong baik, dan *respect* tergolong baik, 2) minat beli konsumen pada produk-produk yang di *endorse* mimiperi tergolong rendah, 3) persepsi konsumen pada *trustworthiness, expertise, physical attractiveness*, dan *respect celebrity endorser* secara simultan (bersama-sama) berpengaruh terhadap minat beli, 4) persepsi konsumen pada *trustworthiness, expertise, physical attractiveness*, dan *respect celebrity endorser* secara parsial (individual) berpengaruh terhadap minat beli.

Kata kunci: Pengaruh Persepsi, *Trustworthiness, Expertise, Physical Attractiveness, Respect, Minat Beli*

ABSTRACT

THE EFFECT OF CONSUMER PERCEPTION ON TRUSTWORTHINESS, EXPERTISE, PHYSICAL ATTRACTIVENESS, AND RESPECT CELEBRITY ENDORSER TO BUYING INTEREST

A Study Case on Mimiperi Women's Viewers When Endorsing Female Product on Instagram

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The research aim to identify (1) consumer perception in trustworthiness, expertise, physical attractiveness, and respect celebrity endorser that's mimiperi, (2) Interest on buying of consumer in products endorsed by mimiperi, (3) effect of consumer perception on trustworthiness, expertise, physical attractiveness, and respect celebrity endorser simultaneously against interest on buying, (4) effect of consumer perception on trustworthiness, expertise, physical attractiveness, and respect celebrity endorser partially (individually) against buying interest. Data was collected by questionnaire. Samples used in this research were 100 respondents. Analysis techniques used to test hypotheses were multiple linear regression, F test & t test. The results indicated that (1) consumer perception on trustworthiness is good, expertise is not good, physical attractiveness is good and respect is good, (2) buying interest consumer on products that endorsed by mimiperi is low, (3) consumer perception on trustworthiness, expertise, physical attractiveness, and respect celebrity endorser simultaneously effect on buying interest. (4) consumer perception on trustworthiness, expertise, physical attractiveness, and respect celebrity endorser partially effect on buying interest.

Key words :Effect of Perception, Trustworthiness, Expertise, Physical Attractiveness, Respect, Interest Buying