

ABSTRAK

PENGARUH *ATTRACTIVENESS*, *TRUSTWORTHINESS*, DAN *EXPERTISE CELEBRITY ENDORSER* DI INSTAGRAM TERHADAP MINAT BELI

Studi pada Mahasiswa Pengguna Instagram
di Lima Universitas di Yogyakarta

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh *attractiveness*, *trustworthiness*, dan *expertise celebrity endorser* secara simultan terhadap minat beli, 2) pengaruh *attractiveness*, *trustworthiness*, dan *expertise* secara parsial terhadap minat beli. Data dikumpulkan dengan menggunakan kuesioner. Penelitian ini melibatkan 100 responden, namun pada penelitian ini hanya menggunakan 87 kuesioner karena responden mengisi tidak lengkap. Teknik analisis data dalam penelitian ini adalah analisis regresi linier berganda, uji F dan uji t. Hasil dari penelitian ini menunjukkan bahwa 1) *attractiveness*, *trustworthiness*, dan *expertise celebrity endorser* secara simultan berpengaruh terhadap minat beli, 2) *attractiveness celebrity endorser* secara parsial tidak berpengaruh terhadap minat beli, sedangkan *trustworthiness* dan *expertise celebrity endorser* secara parsial berpengaruh terhadap minat beli.

Kata kunci: *Attractiveness*, *Trustworthiness*, *Expertise*, Minat Beli.

ABSTRACT

**THE EFFECT OF ATTRACTIVENESS, TRUSTWORTHINESS, AND
EXPERTISE CELEBRITY ENDORSER IN THE INSTAGRAM
ON BUYING INTEREST**

Study on Instagram User Students at Five Universities
in Yogyakarta

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This study aims to determine: 1) the influence of attractiveness, trustworthiness, and celebrity endorser expertise simultaneously on buying interest, 2) the influence of attractiveness, trustworthiness, and expertise partially on interest buy. Data was collected by questionnaire. This study involved 100 respondents, but in this study only used 87 questionnaires because the respondents filled out incomplete. Data analysis techniques in this study were multiple linear regression analysis, F test and t test. The results of this study indicate that 1) attractiveness, trustworthiness, and expertise celebrity endorser simultaneously influence buying interest, 2) attractiveness celebrity endorser partially has no effect on buying interest, while trustworthiness and expertise of celebrity endorsers have a persistent influence on buying interest.

Keywords: Attractiveness, Trustworthiness, Expertise, Purchase Interest.