

## HUBUNGAN PERSEPSI TERHADAP *CELEBRITY ENDORSER* DAN *IMPULSIVE BUYING* PADA FOLLOWERS INSTAGRAM SELEBRITIS

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### ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan antara persepsi terhadap *celebrity endorser* dan *impulsive buying* pada pengikut instagram selebritis. Hipotesis pada penelitian ini yaitu terdapat hubungan yang positif antara persepsi terhadap *celebrity endorser* dari dimensi *attractiveness*, *trustworthiness*, *expertise*, *popularity*, serta *relevance* dan *impulsive buying*. Subjek pada penelitian ini adalah pengikut instagram dari selebritis instagram Paola Serena yang berusia diantara 20-40 tahun. Data yang diperoleh dalam penelitian ini menggunakan skala adaptasi *Celebrity Endorser* dari Gupta, Verma dan Kishof (2017) dan menggunakan skala adaptasi *Impulsive Buying* dari Verplanken dan Herabadi (2001). Reliabilitas skala pada penelitian ini adalah *impulsive buying* ( $\alpha = 0,886$ ), *attractiveness* ( $\alpha = 0,946$ ), *trustworthiness* ( $\alpha = 0,951$ ), *expertise* ( $\alpha = 0,933$ ), *popularity* ( $\alpha = 0,910$ ), dan *relevance* ( $\alpha = 0,885$ ). Analisis pada penelitian ini dilakukan dengan uji analisis *Spearman's Rho*. Hasil dari penelitian ini adalah terdapat hubungan yang positif dan signifikan pada persepsi *celebrity endorser* dari seluruh dimensi dengan *impulsive buying* ( $p = 0,000 < 0,05$ ).

**Kata Kunci :** *Impulsive Buying, Celebrity Endorser*

## RELATIONSHIP BETWEEN PERCEPTION TO A CELEBRITY ENDORSER AND IMPULSIVE BUYING FOR INSTAGRAM FOLLOWERS OF CELEBRITY

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### ABSTRACT

This study aimed at examine the relationship between perceptions of celebrity endorser and impulsive buying on celebrity instagram followers. The hypothesis in this study is that there is positive relationship between perceptions of celebrity endorser from the dimensions of attractiveness, trustworthiness, expertise, popularity, relevance, and impulsive buying. The subject in this study were Paola Serena's followers who were aged between 20-40 years. The data were obtained through the Celebrity Endorser adaptation scale from Gupta, Kishor, Verma (2017) and the Impulsive Buying adaptation scale from Verplanken dan Herabadi (2001). Reliability of the scale in this study are *impulsive buying* ( $\alpha = 0,886$ ), *attractiveness* ( $\alpha = 0,946$ ), *trustworthiness* ( $\alpha = 0,951$ ), *expertise* ( $\alpha = 0,933$ ), *popularity* ( $\alpha = 0,910$ ), dan *relevance* ( $\alpha = 0,885$ ). The obtained data were analyzed using Spearman's Rho analysis test. The result of this study shows that there is a positive and significant relationship on the perception of celebrity endorsers from all dimensions with impulsive buying ( $p = 0,000 < 0,05$ ).

**Keywords : Impulsive Buying, Celebrity Endorser**