

**ABSTRAK****ANALISIS PENGARUH DAYA TARIK IKLAN DAN CELEBRITY ENDORSER DI  
MEDIA SOSIAL TERHADAP MINAT BELI PRODUK ELSHESKIN DI YOGYAKARTA**

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Penelitian ini dilakukan untuk mengetahui: (1) Daya tarik iklan dan *celebrity endorser* secara simultan berpengaruh terhadap minat beli produk Elshéskin, (2) daya tarik iklan secara parsial berpengaruh terhadap minat beli produk Elshéskin, dan (3) *celebrity endorser* secara parsial berpengaruh terhadap minat beli produk Elshéskin. Jenis penelitian ini menggunakan teknik kuantitatif. Populasi dalam penelitian adalah mahasiswa di Yogyakarta, dengan pengambilan sampel sebanyak 100 responden. Pengambilan sampel dilakukan dengan teknik *purposive sampling*. Teknik pengumpulan data pada penelitian dengan menggunakan kuesioner. Uji instrumen menggunakan validitas dan reliabilitas. Teknik analisis data yang digunakan pada penelitian ini analisis deskripsi, analisis regresi linear berganda, koefisien determinasi, uji F, dan uji t. Hasil penelitian ini menunjukkan bahwa: (1) Daya tarik iklan dan *celebrity endorser* secara simultan berpengaruh terhadap minat beli produk Elshéskin, (2) daya tarik iklan secara parsial berpengaruh terhadap minat beli produk Elshéskin, dan (3) *celebrity endorser* secara parsial berpengaruh terhadap minat beli produk Elshéskin.

Kata Kunci: Daya Tarik Iklan, *Celebrity Endorser*, dan Minat Beli.

## ABSTRACT

### **AN ANALYSIS ON THE INFLUENCE OF ADVERTISEMENT ATTRACTION AND CELEBRITY ENDORSER TOWARDS BUYING INTEREST OF ELSHÉSKIN PRODUCTS AT YOGYAKARTA**

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The research aims to find out: (1) The simultaneous influence of advertisement attraction and celebrity endorser towards buying interest of Elshéskin products, (2) the influence of advertisements attraction towards buying interest of Elshéskin products, and (3) the influence of celebrity endorser towards buying interest of Elshéskin products. This research is using a quantitative research. The research population is students in Yogyakarta City. The respondents of the research is as many as 100 respondents. The sampling technique was purposive sampling. Data was collected using questionnaires. The research instrument was tested using validity and reliability test. The data of the research was analyzed using description analysis, multiple linear regression analysis, coefficient of determination, F test, and t test. The result of this study showed: (1) Advertisement attraction and celebrity endorser simultaneously influenced buying interest of Elshéskin products, (2) Advertisement attraction partially influenced buying interest of Elshéskin products, and (3) celebrity endorser partially influenced buying interest of Elshéskin products.

*Keywords: Advertisement Attraction, Celebrity Endorser, and Buying Interest.*