

ABSTRAK

PENGARUH *CELEBRITY ENDORSER*, *ELECTRONIC WORD OF MOUTH*, DAN *LIVE STREAMING* TERHADAP MINAT BELI PRODUK ERIGO DI TIKTOK SHOP YOGYAKARTA

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Penelitian ini dilakukan bertujuan untuk mengetahui (1) Pengaruh *Celebrity endorser*, *Electronic word of mouth*, Dan *Live streaming* Terhadap Minat Beli Produk Erigo Di Tiktok Shop Yogyakarta (2) pengaruh *Celebrity endorser* terhadap Minat Beli konsumen Erigo (3) pengaruh *Electronic word of mouth* terhadap Minat Beli konsumen Erigo (4) pengaruh *Live streaming* terhadap Minat Beli konsumen Erigo. Teknik pengambilan sampel yang digunakan pada penelitian ini adalah dengan Teknik *purposive sampling*. Data dalam penelitian ini didapatkan dengan cara menyebarkan kuesioner dalam bentuk *google form* tentang *celebrity endorser*, *electronic word of mouth*, dan *live streaming* Terhadap Minat Beli Produk Erigo Di Tiktok Shop Yogyakarta yang disebarkan kepada 97 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah Analisis Regresi Linear Berganda yang didukung dengan menggunakan program aplikasi SPSS statistics 25. Hasil penelitian ini menunjukkan bahwa: (1) *Celebrity endorser*, *Electronic word of mouth*, Dan *Live streaming* secara bersama-sama berpengaruh terhadap Minat Beli Produk Erigo Di Tiktok Shop Yogyakarta, (2) *Celebrity endorser* tidak berpengaruh terhadap Minat Beli Produk Erigo Di Tiktok Shop Yogyakarta, (3) *Electronic word of mouth* berpengaruh terhadap Minat Beli Produk Erigo Di Tiktok Shop Yogyakarta, (4) *Live streaming* tidak berpengaruh terhadap Minat Beli Produk Erigo Di Tiktok Shop Yogyakarta
Kata Kunci : *Celebrity endorser*, *Electronic word of mouth*, *Live streaming*, dan Minat Beli

ABSTRACT

**THE INFLUENCE OF *CELEBRITY ENDORSER, ELECTRONIC WORD OF MOUTH,*
AND *LIVE STREAMING* ON INTEREST IN BUYING ERIGO PRODUCTS AT TIKTOK
SHOP YOGYAKARTA**

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This study was conducted with the aim of determining (1) the influence of celebrity endorsers, electronic word of mouth, and live streaming on the interest in buying Erigo products at the Tiktok Shop Yogyakarta (2) the influence of celebrity endorsers on the interest in buying Erigo consumers (3) the influence of electronic word of mouth on the interest in buying Erigo consumers (4) the influence of live streaming on the interest in buying Erigo consumers. The sampling technique used in this study was the purposive sampling technique. The data in this study were obtained by distributing questionnaires in the form of Google forms about celebrity endorsers, electronic word of mouth, and live streaming on the interest in buying Erigo products at the Tiktok Shop Yogyakarta which were distributed to 97 respondents. The data analysis technique used in this study is Multiple Linear Regression Analysis supported by using the SPSS statistics 25 application program. The results of this study indicate that: (1) Celebrity endorsers, Electronic word of mouth, and Live streaming together have an effect on the Interest in Buying Erigo Products at the Tiktok Shop Yogyakarta, (2) Celebrity endorsers do not have an effect on the Interest in Buying Erigo Products at the Tiktok Shop Yogyakarta, (3) Electronic word of mouth has an effect on the Interest in Buying Erigo Products at the Tiktok Shop Yogyakarta, (4) Live streaming has no effect on the Interest in Buying Erigo Products at the Tiktok Shop Yogyakarta

Keywords: Celebrity endorsers, Electronic word of mouth, Live streaming, and Interest in Buying