

ABSTRACT

Wafiq Azizah. Business Administration Study Program. June 2023. The influence of Selebgram Endorse Dika Bj, paid promote, and online customer reviews on the interest in buying cute bag products onInstagram social media users.

This study aims to determine the effect of celebrity endorse Dika Bj, paid promote, and online customer reviews on the interest in buying cute bag products onInstagram social media users. This type of research is explanatory research. The population in this study were all Instagram followers of the @rumahtaslucu_rtl account. The sample for this study was 116 respondents and the sampling technique used purposive sampling with the criteria being Instagram users, following the account @rumahtaslucu_rtl, and aged 18 - >35 years. The data source in this study is the primary data source. Data collection techniques using a questionnaire. The

data analysis tool used is multiple linear regression analysis.

The results of this study indicate that Dika Bj's endorse program has a positive and significant effect on purchase intention, paid promote has a positive but not significant effect on purchase intention, online customer reviews have a positive and significant effect on purchase intention. Celebrity endorse Dika Bj, paid promote and online customerreviews simultaneously affect purchase intention.

Keywords: *celebrity endorse Dika Bj, paid promote, online customer review, purchase intention.*

ABSTRAK

Wafiq Azizah. Program Studi Administrasi Bisnis. Juni 2023. pengaruh *Selebgram Endorse* Dika Bj, *Paid Promote*, dan *Online Costumer Review* terhadap minat beli produk tas lucu pada pengguna media sosial Instagram.

Penelitian ini bertujuan untuk mengetahui pengaruh *selebgram endorse* Dika Bj, *paid promote*, dan *online costumer review* terhadap minat beli produk tas lucu pada pengguna media sosial Instagram. Jenis penelitian ini merupakan penelitian eksplanatori. Populasi pada penelitian ini adalah semua pengikut Instagram akun @rumahtaslucu_rtl. Sampel penelitian ini 116 responden dan Teknik pengambilan sampel menggunakan *purposive sampling* dengan kriteria merupakan pengguna Instagram, mengikuti akun @rumahtaslucu_rtl, dan berusia 18 - >35 tahun. Sumberdata pada penelitian ini adalah sumber data primer. Teknik pengumpulan data menggunakan kuesioner. Alat analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil penelitian ini menunjukkan *selebgram endorse* Dika Bj berpengaruh positif dan signifikan terhadap minat beli, *paid promote* memiliki pengaruh positif namun tidak signifikan terhadap minat beli, *online costumer review* berpengaruh positif dan signifikan terhadap minat beli. *Selebgram endorse* Dika Bj, *paid promote* dan *online costumer review* secara simultan berpengaruh terhadap minat beli.

Kata Kunci: *selebgram endorse Dika Bj, paid promote, online costumer review, minat beli.*