

Pengaruh kredibilitas endorser selebriti terhadap minat beli konsumen studi pada iklan shampo l oreal versi dian sastro = The impact of celebrity endorser credibility on konsumen purchase intention study on l oreal shampoo advertisement dian sastro's version / Shinta Tri Astika

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Abstrak

[Tujuan dari penelitian ini adalah menganalisis pengaruh kredibilitas endorser selebriti terhadap minat beli konsumen studi pada iklan shampo L rsquo Oreal versi Dian Sastro Penelitian ini menggunakan pendekatan kuantitatif Sampel dalam penelitian ini adalah 100 wanita karir berusia 21 ndash 55 tahun yang bekerja di Jakarta dengan menggunakan metode non probability sampling serta teknik purposive Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan linear regression Hasil penelitian ini menunjukkan bahwa kredibilitas endorser selebriti memiliki pengaruh positif yang signifikan terhadap minat beli konsumen Kredibilitas endorser selebriti mempengaruhi minat beli konsumen sebesar 35 3 dan sisanya sebesar 64 7 dipengaruhi oleh faktor lain ;The aim of this study is to analyze the effects of celebrity endorser credibility on consumer rsquo s purchase intention study on L rsquo Oreal shampoo advertisement Dian Sastro rsquo s version This study uses a quantitative approach The sample in this study were 100 working women aged 21 55 years who worked in Jakarta using non probability sampling and purposive technique The instrument of this study using a questionnaire and analyzed by using linear regression The results of this study indicate that the credibility of the celebrity endorser has a significant positive effect toward consumer purchase intention Celebrity endorser credibility effect consumer purchase intention equal to 35 3 and the residue equal to 64 7 influenced by other factors , The aim of this study is to analyze the effects of celebrity endorser credibility on consumer rsquo s purchase intention study on L rsquo Oreal shampoo advertisement Dian Sastro rsquo s version This study uses a quantitative approach The sample in this study were 100 working women aged 21 55 years who worked in Jakarta using non probability sampling and purposive technique The instrument of this study using a questionnaire and analyzed by using linear regression The results of this study indicate that the credibility of the celebrity endorser has a significant positive effect toward consumer purchase intention Celebrity endorser credibility effect consumer purchase intention equal to 35 3 and the residue equal to 64 7 influenced by other factors ]