

# Analisis Pengaruh Celebrity Endorsement dan Electronic Word-of-Mouth di Social Media Instagram terhadap Keputusan Pembelian (Analisis Kasus Pemanfaatan Celebrity Endorser dalam Mendorong Keputusan Pembelian Produk Kuliner) = Analysis of the Effect of Celebrity Endorsement and Electronic Word-of-Mouth in Social Media Instagram on Purchase Decision (Case Analysis of Using Celebrity Endorser to Create Purchase Decision of Culinary Product)

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## Abstrak

Banyaknya pesaing bisnis kuliner memberikan dampak terhadap keputusan pembelian konsumen yang akan dipengaruhi pada saat mereka mempertimbangkan merek, kualitas, dan harga dari produk yang akan dibeli. Oleh karena itu, pemasar perlu memperhatikan strategi dan media promosi yang tepat dan inovatif agar proses pemasaran dapat berjalan secara efektif.

Instagram marak digunakan sebagai lahan bagi pemasaran produk kuliner untuk mempromosikan produknya secara online. Pemasar di Instagram menggunakan selebriti dalam berbagai iklan yang dikenal dengan celebrity endorsement. Celebrity endorsement merupakan salah satu strategi pemasaran yang kreatif untuk meningkatkan volume penjualan karena selebriti memiliki daya tarik dan diikuti banyak penggemar. Selain itu, pesan yang disampaikan khalayak di social media Instagram juga menimbulkan terciptanya Electronic Words-of-Mouth (e-WOM).

Penelitian ini fokus pada pengaruh Celebrity Endorsement dan Electronic Words-of-Mouth terhadap keputusan pembelian produk kuliner Bandung Makuta, baik hubungan secara langsung maupun menggunakan mediator Brand Image. Teknik pengambilan sampel yang digunakan adalah sampel jenuh dengan metode sensus dan didapatkan sebanyak 200 responden.

Hasilnya, Celebrity endorsement tidak memiliki pengaruh langsung terhadap keputusan pembelian, namun memiliki pengaruh tidak langsung melalui brand image. Sedangkan electronic words-of-mouth memiliki pengaruh langsung maupun tidak langsung melalui brand image terhadap keputusan pembelian.

.....The number of culinary business competitors has an impact on consumer purchasing decisions that will be affected when they consider the brand, quality, and price of the product to be purchased. Therefore, marketers need to pay attention to the right and innovative strategies and media promotions so that the marketing process can run effectively.

Instagram is widely used as a media for marketing culinary products to promote their products online. Marketers on Instagram use celebrities in various advertisements known as celebrity endorsement. Celebrity endorsement is one of the creative marketing strategies to increase sales volume because celebrities have appeal and are followed by many fans. In addition, the message conveyed by Instagram audiences on social media also led to the creation of Electronic Words-of-Mouth (e-WOM).

This research focuses on the effect of Celebrity Endorsement and Electronic Words-of-Mouth on purchasing decisions for Bandung Makuta culinary products, both directly and using Brand Image as a mediator. The sampling technique used was a saturated sample with a census method and obtained as many as 200 respondents.

The result is celebrity endorsement does not have a direct effect on purchasing decisions, but has an indirect effect through the brand image. While electronic words-of-mouth has a direct or indirect effect through a brand image of purchasing decisions.