PENGARUH KREDIBILITAS *CELEBRITY ENDORSER* BTS DALAM IKLAN TOKOPEDIA TERHADAP LOYALITAS PELANGGAN
(SURVEI PADA *FOLLOWERS* AKUN INSTAGRAM TOKOPEDIA)

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Abstrak

Tokopedia merupakan *marketplace* asal Indonesia yang didirikan sejak tahun 2009. Tokopedia merupakan tempat perantara antara penjual dan pembeli secara *online*. Dalam kegiatan mempromosikan dirinya sebagai *marketplace*, Tokopedia menggunakan *celebrity endorser* BTS dalam iklannya. Hal tersebut dikarenakan Tokopedia menilai bahwa perjalanan karir, visi dan pesan-pesan konsisten yang BTS sampaikan sama dengan visi Tokopedia dan percaya bahwa BTS dapat menjadi mitra yang tepat untuk menyampaikan pesan iklan Tokopedia. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh kredibilitas *celebrity endorser* BTS terhadap loyalitas pelanggan Tokopedia. Populasi yang digunakan dalam penelitian ini adalah *followers* akun Instragram Tokopedia yaitu sebanyak 1,6 juta orang. Teori yang digunakan dalam penelitian ini adalah teori kredibilitas sumber. Kredibilitas *celebrity endorser* diukur berdasarkan kepercayaan, keahlian dan daya tarik. Sedangkan loyalitas pelanggan diukur berdasarkan pembelian ulang secara teratur, pembelian antarlini produk/jasa, merekomendasikan kepada orang lain dan kebal terhadap pesaing. Hasil uji korelasi variabel X (kredibilitas *celebrity endorser*) terhadap variabel Y (loyalitas pelanggan) menunjukkan korelasi sebesar 0,379. Hasil uji koefisiensi determinasi diketahui sebesar 14,3%. Hasil uji hipotesis (uji t) sebesar 4,0505 artinya Ho ditolak dan Ha diterima. Kesimpulannya adalah terdapat pengaruh antara kredibilitas *celebrity endorser* terhadap loyalitas pelanggan.

Kata kunci : Kredibilitas, *Celebrity Endorser,* Loyalitas Pelanggan.

THE INFLUENCE CREDIBILITY OF CELEBRITY ENDORSER BTS IN TOKOPEDIA ADVERTISING TO CUSTOMER LOYALTY

(SURVEY ON TOKOPEDIA INSTAGRAM ACCOUNT FOLLOWERS)

Ismi Nurhayati

Abstract

Tokopedia is a marketplace from Indonesia that was founded in 2009. Tokopedia is an online intermediary between sellers and buyers. In promoting itself as a marketplace, Tokopedia uses celebrity endorsers BTS in their advertisements. This is because Tokopedia considers that the career path, vision, and consistent messages that BTS convey are the same as Tokopedia's vision and believed BTS is the right partner to deliver Tokopedia's advertising messages. The research used in this study is quantitative. This study aims to determine how the influence credibility of celebrity endorser BTS to Tokopedia customer loyalty. The population used in this study were the followers of the Instagram Tokopedia account, which were 1.6 million people. The theory used in this study is the source credibility theory. The credibility of celebrity endorsers is measured based on trustworthiness, expertise, and attractiveness. Meanwhile, customer loyalty is measured based on regular repeat purchases, inter-line purchases of products/services, recommending to others, and being invulnerable to competitors. The results of the correlation test for variable X (credibility of celebrity endorser) to variable Y (customer loyalty) show a correlation of 0.379. The coefficient of determination test results is known to be 14.3%. Hypothesis test results (t-test) of 4.0505 can be concluded that Ho is rejected and Ha is accepted. The conclusion is that there is an effect between credibility of celebrity endorser to customer loyalty.

Keywords : *Credibility, Celebrity Endorser, Customer Loyalty.*