

PENGARUH *CELEBRITY ENDORSER* NCT 127 DALAM IKLAN NATURE REPUBLIC INDONESIA TERHADAP MINAT BELI MELALUI *OFFICIAL STORE*

(Survei Terhadap *Followers* Instagram @naturerepublic.id)

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ABSTRAK

Jumlah impor kosmetik Korea Selatan di Indonesia meningkat setiap tahunnya karena fenomena *Korean Wave*, termasuk Nature Republic. Fenomena tersebut menyebabkan pelaku peredaran produk palsu Nature Republic melalui toko tidak resmi semakin meningkat, maka pihak Nature Republic Indonesia menggunakan *celebrity endorser* NCT 127 untuk menumbuhkan minat beli melalui *official store*. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *celebrity endorser* NCT 127 dalam iklan Nature Republic Indonesia terhadap minat beli melalui *official store*. Teori yang digunakan dalam penelitian ini yaitu teori respon kognitif oleh Belch & Belch. Metodologi penelitian yang digunakan yaitu pendekatan kuantitatif, jenis eksplanatif, dan metode survei. Populasi penelitian ini adalah pengikut akun Instagram @naturerepublic.id dengan total sampel 100 responden. Teknik pengambilan sampel menggunakan *nonprobability sampling* dan teknik *purposive sampling* dengan kriteria yang ditentukan. Teknik pengumpulan data melalui penyebaran kuesioner yang telah melalui tahapan uji validitas dan reliabilitas. Data yang terkumpul dianalisis dengan menggunakan uji, korelasi, uji regresi linear sederhana, uji koefisiensi determinasi, dan uji hipotesis melalui program SPSS 25. Uji korelasi memperlihatkan bahwa antara Variabel X (*Celebrity Endorser*) terhadap Variabel Y (Minat Beli) memiliki hubungan kuat. Hasil penelitian menunjukkan bahwa tingkat pengaruh Variabel X (*celebrity endorser*) terhadap Variabel Y (minat beli) bernilai sebesar 41.1%, maka *celebrity endorser* NCT 127 memiliki pengaruh yang besar terhadap minat beli konsumen. Hasil analisis Uji Hipotesis menyatakan bahwa pengaruh Variabel X (*celebrity endorser*) terhadap Variabel Y (Minat Beli) terdapat pengaruh yang besar dan signifikan.

Kata kunci: *Celebrity Endorser*, Minat Beli, Periklanan, Perilaku Konsumen, Teori Respon Kognitif

**THE EFFECT OF CELEBRITY ENDORSER NCT 127 IN
NATURE REPUBLIC INDONESIA ADVERTISEMENT
TOWARDS PURCHASE INTENTION THROUGH OFFICIAL
STORE**

(Survey on Instagram Followers of @naturerepublic.id)

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ABSTRACT

The number of South Korean cosmetic imports in Indonesia increases every year due to the Korean Wave phenomenon, including Nature Republic. This phenomenon causes the circulation of fake Nature Republic products through unofficial stores to increase, so Nature Republic Indonesia uses the celebrity endorser NCT 127 to foster buying interest through official store. This study aims to determine how much influence the celebrity endorser NCT 127 in the Nature Republic Indonesia advertisement has on purchase intention through official store. The theory used in this research is the cognitive response theory by Belch & Belch. The research methodology used is quantitative approach, explanatory type, and survey method. The population of this study are followers of the Instagram account @naturerepublic.id with a total sample of 100 respondents. The sampling technique used was non-probability sampling and purposive sampling technique with specified criteria. The technique of collecting data is through the distribution of questionnaires that have gone through the stages of validity and reliability testing. The data collected were analyzed using correlation test, simple linear regression test, coefficient of determination test, and hypothesis testing through the SPSS 25 program. Correlation test shows that the relevance between Variable X (Celebrity Endorser) to Variable Y (Purchase Interest) is strong. The results showed that the level of influence of Variable X (celebrity endorser) on Variable Y (buying interest) was 41.1%, then celebrity endorser NCT 127 has a great influence on consumer purchase intention. The results of the Hypothesis Test analysis state that the influence of Variable X (celebrity endorser) on Variable Y (Purchase Interest) has a large and significant effect.

Keywords: Advertising, Celebrity Endorser, Cognitive Response Theory, Consumer Behavior, Purchase Intention