

The Influence of Celebrity Endorsers, Social Media Marketing, and Electronic Word of Mouth on Buying Interest in Tokopedia

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Abstract

This study was conducted to determine the effect of celebrity endorser, social media marketing, and electronic word of mouth on purchase intention on Tokopedia. Using a quantitative approach, primary data was collected through questionnaires distributed via WhatsApp, Line, Instagram, and Telegram. The study involved 150 respondents from DKI Jakarta with social media and Tokopedia accounts, selected through non-probability sampling with purposive sampling method. Data analysis was conducted using Partial Least Square-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.0. The research findings reveal that the celebrity endorser, social media marketing, and electronic word of mouth variables partially have significant influence on purchase intention in Tokopedia.

Keywords: *celebrity endorser, social media marketing, electronic word of mouth, purchase intention.*

Pengaruh *Celebrity Endorser*, *Social Media Marketing*, dan *Electronic Word of Mouth* terhadap Minat Beli Tokopedia

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Abstrak

Penelitian ini dilakukan untuk mengetahui pengaruh *celebrity endorser*, *social media marketing*, dan *electronic word of mouth* terhadap minat beli di Tokopedia. Dengan menggunakan pendekatan kuantitatif, data primer dikumpulkan melalui kuesioner yang disebarakan melalui WhatsApp, Line, Instagram, dan Telegram. Penelitian ini melibatkan 150 responden yang berasal dari DKI Jakarta yang memiliki akun media sosial dan akun Tokopedia, yang dipilih melalui *non-probability sampling* dengan metode *purposive sampling*. Analisis data dilakukan dengan menggunakan metode *Partial Least Square-Structural Equation Modeling* (PLS-SEM) dengan SmartPLS 4.0. Temuan penelitian mengungkapkan bahwa variabel *celebrity endorser*, *social media marketing*, dan *electronic word of mouth* secara parsial memiliki pengaruh yang signifikan terhadap minat beli di Tokopedia.

Kata kunci: *celebrity endorser*, *social media marketing*, *electronic word of mouth*, minat beli.