

PENGRUH CELEBRITY ENDORSE ONLINE SHOP DI INSTAGRAM TERHADAP CITRA PERUSAHAAN LADYFAMESHOP

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Celebrity Endorser* terhadap citra perusahaan Ladyfameshop. Penelitian ini menggunakan teori *source credibility*. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan survey dan menggunakan data primer yang diperoleh secara langsung dari responden melalui kuisioner. Teknik pengambilan sampel menggunakan *Purposive Sampling* dengan sampel sebanyak 100 responden konsumen Ladyfameshop Bandar Lampung. Teknik analisis yang digunakan adalah analisis regresi sederhana dan analisis regresi berganda. Hasil penelitian ini dapat disimpulkan bahwa penggunaan *Celebrity Endorser* berpengaruh signifikan terhadap citra perusahaan ladyfameshop Bandar Lampung sebesar 53,4%. Pengujian Hipotesis *Visibility*, *Credibility*, *Attractivness*, dan *Power* secara simultan menunjukkan F hitung lebih besar dibandingkan F table dengan taraf signifikan 5% yaitu $27,205 > 2,31$ sehingga H_0 ditolak dan H_a diterima. Dan berdasarkan Uji t variabel *Visibility* memiliki nilai t hitung sebesar 2,860, variabel *Credibility* memiliki nilai t hitung sebesar 2,971, variabel *Attractivness* memiliki nilai t hitung sebesar 4,377 dan variabel *Power* memiliki nilai t hitung sebesar 2,780 $> t$ tabel 1,661, dengan demikian dapat disimpulkan bahwa terdapat pengaruh secara signifikan antara variabel *celebrity endorser* yang terdiri dai X₁ *Visibility*, X₂ *Credibility*, X₃ *Attractivness* dan X₄ *Power* dengan citra perusahaan Ladyfameshop.

Kata kunci: *Celebrity Endorser*, Citra perusahaan, Ladyfameshop

**THE INFLUENCE OF CELEBRITY ENDORSER ONLINE SHOP ON
INSTAGRAM TO COMPANY IMAGE LADYFAMESHOP**

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ABSTRACT

This study aims to determine the effect on the image of the company's Celebrity Endorser Ladyfameshop. This study use theory souch credibility. This study use the theory of souch credibility. This research is a quantitative survey approach and using primary data obtained directly from respondents through questionnaires. The sampling technique used purposive sampling with a sample of 100 consumer respondents Ladyfameshop Bandar Lampung. The analysis technique used is simple regression analysis and multiple regression analysis. The results of this study can be concluded that the use of Celebrity Endorser significant effect on the company's image ladyfameshop Bandar Lampung at 53.4%.besed on the results of Hypothesis Testing Visibility, Credibility, Attractivness, and Power has simultaneously showed that F ratio = 27.205 > F table 2,31 in 5% significance level, wich means Ho (null hypothesis) was rejected and Ha (alternative hypothesis) was accepted. And based on t test variable Visibility has t value of 2.860, has a Credibility variable t value of 2.971, Attractivness variable has a value of 4.377 t and a variable Power has a value of 2.780 t count > t table 1.661, Thus it can be concluded that there is a significant effect between variables celebrity endorsed consisting of X1 Visibility, Credibility X2, X3 and X4 Power Attractivnes corporate image Ladyfameshop.

Keywords: Celebrity Endorser, Corporate image, Ladyfameshop