ANALISIS PENGARUH DAYA TARIK, KEPERCAYAAN, DAN KEAHLIAN CELEBGRAM (CELEBRITY ENDORSER INSTAGRAM) TERHADAP NIAT PEMBELIAN DI MEDIA SOSIAL INSTAGRAM

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ABSTRAK

Penelitian ini dilakukan untuk menguji pengaruh kredibilitas endorser yang terdiri dari attractiveness, trustworthiness, dan expertise terhadap niat pembelian konsumen. Endorser yang digunakan pada penelitian ini adalah @awkarin sebagai selebriti di social media Instagram. Penelitian menggunakan 200 orang responden yang termasuk dalam generasi milenial dan juga mengikuti @awkarin di sosial media Instagram. Metode analisis data yang digunakan terdiri dari analisis one sample t-test dan analisis regresi linier berganda.

Hasil penelitian ini diketahui bahwa: 1) Penilaian responden pada daya tarik @awkarin sebagai bintang iklan di Instagram termasuk dalam katagori yang tinggi. 2) Penilaian responden pada kepercayaan pad @awkarin sebagai bintang iklan di Instagram termasuk dalam katagori yang tinggi. 3) Penilaian responden pada keahlian @awkarin sebagai bintang iklan di Instagram termasuk dalam katagori yang tinggi. 4) Attractiveness, trustworthiness, dan expertise secara signifikan mampu memprediksi 74.2% perubahan niat pembelian konsumen pada produk-produk yang diiklankan @awkarin di Instagram. 5) Attractiveness, trustworthiness, expertise memiliki pengaruh yang positif dan signifikan untuk meningkatkan niat pembelian konsumen pada produk-produk yang diiklankan @awkarin di Instagram.

Kata Kunci: attractiveness, trustworthiness, expertise dan niat beli
ANALYSIS ON THE INFLUENCE OF ATTRACTION, TRUSTWORTHINESS AND EXPERTISE OF CELEBGRAM (CELEBRITY ENDORSER INSTAGRAM) TOWARD PURCHASE INTENTION IN INSTAGRAM

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ABSTRACT

This research was conducted to examine the effect of endorser credibility consisting of attractiveness, trustworthiness, and expertise on consumer purchase intentions. The endorser analyzed in this research is @awkarin, she is a celebrity on Instagram. The study used 200 respondents included in the millennial generation who are familiar with @awkarin on Instagram. The data analysis method consisted of one sample t-test and multiple linear regression analysis.

The results of this study note that: 1) Respondents' assessment of the attractiveness of @awkarin as a star on Instagram was included in the high category. 2) Respondents' assessment of the trustworthiness of @awkarin as a star on Instagram is included in the high category. 3) Respondents' assessment of @awkarin's expertise as a star on Instagram is included in the high category. 4) Attractiveness, trustworthiness, and expertise can significantly predict the 74.2% change in consumer intention to buy products advertised by @awkarin on Instagram. 5) Attractiveness, trustworthiness, expertise has a positive and significant influence to increase consumer purchase intentions on products advertised by @awkarin on Instagram.

Keywords: attractiveness, trustworthiness, expertise and purchase intention
INTRODUCTION

In this intense business competition era, each company must have a competitive advantage. The forms of competitive advantage include good quality products, excellent service, and so on. Competitive advantages possessed by companies must be appropriately managed so that consumers know the advantages of the products or services sold. One way for people to know about the products or services being sold, companies can do intensive advertising programs.

Marketing and advertising are two things that cannot be separated to convey effective messages (Ohanian, 1990). In presenting products/services through advertising, companies often use famous figures as advertising stars. Efforts known as the celebrity endorsement are considered effective for introducing products/services/brands to the community which is expected to increase consumer purchase intention and lead to actual purchases (Kurniawan and Kunto, 2014). Celebrity endorsers act as people who talk about products, which will influence consumer attitudes and behavior that are shown in the products they support (Shimp, 2013). Royan (2014) stated that the use of a celebrity in advertising can help in forming two things, namely: 1) forming the personality of the brand or 2) to boost sales volume in a concise term. Celebrities are real manifestations of various images or associations when consumers think of a brand.

The suitability of the celebrity's image and even the brand that is brought up must be considered. This is what should get more focus from the company when deciding who will be the endorser of the product/brand of the company. Gupta et al. (2015) stated that one of the models that can be used to evaluate celebrities as endorsers is to measure the credibility of endorsers by using three dimensions namely attractiveness, trustworthiness, and expertise.

Kotler (2012) stated that the credibility of endorsers as advertising stars can be seen from the attractiveness of the endorser (attractiveness), endorsers' acceptable objectivity and honesty (trustworthiness), as well as specific knowledge possessed by the communicator (expertise). Attractiveness is related to physical attractiveness and several characteristics that can be seen by audiences in supporters, intelligence, personality attitudes, lifestyle, athletics body posture, and others. Trustworthiness relates to honesty, integrity, and trustworthiness as a source.
Expertise relates to the knowledge, experience, or skills possessed by a supporter (the endorser) related to the topic of the advertisement.

Understanding the importance of celebrity endorsers to increase consumer purchase intentions on the company's brand has triggered management to hire celebrities as company products/brands endorsers. One of the celebrities that many companies hire as advertising stars on Instagram with 4.5 million followers is Karin Novilda with the @awkarin as media account. People also agreed to give Awkarin the title of Queen of Endorse, because of the many products she promoted. (kompas.com, June 14 2019). The following are some trademarks that hire @awkarin as an endorser in Instagram/celebgram.

| - Has 2.3 million followers. | - Has 4.5 million followers. |
| - Followers of celebrity endorser | - Founder and owner of Ateam Management |
| - Having no company just as a celebrity endorser. | - First mover of celebrity endorser |
| - Work with local brands only | - Work with local and international brands such as Gucci |

Source: @Anyageraldine & @awkarin’s Instagram Account

@Awkarin's exploration, beauty, body elegance made many companies use @awkarin as a product endorser or company brand in several ads on Instagram. @Awkarin's popularity is expected to attract people to buy company products advertised through Instagram. Table 1.1 shows the difference of celebrity endorsers and @awkarin chosen in this research seen from
total celebrity followers on their personal Instagram accounts, the ability of celebrities to promote products, and the beauty of celebrity photos or videos in including endorsed products by combining other accessories. Follower endorsers are the main market share of business people. So the more followers, the higher the percentage of market share gained. The use of celebrity endorsers is expected to have a positive impact, namely the image and quality of celebrities can move into the product and can affect consumer purchase intentions. Based on this case, the researchers want to examine the influence of celebgram attractiveness, trustworthiness, and expertise on consumer purchase intentions on products/brands advertised on Instagram @awkarin.

The development of the amount of internet/social media usage (such as Instagram, Facebook, Twitter, and so on) has grown so rapidly. Regarding the method of shopping, it is known that 61% of millennials choose to shop using smartphones, and 38% use conventional methods (republika.co.id, accessed, 6 February 2019).

According to Wearesocial about the 2018 Global Digital Report, there are several improvements in digital users in Indonesia. A total population of 265 billion Indonesians, half or 50% of the 125 billion population have used the internet in their livelihood activities. This has led to an increase in the number of internet users in Indonesia every year, thus driving the pace of competition in the business world, especially online businesses. Seeing the lifestyle changes of the millennial generation in utilizing the advances in information technology, many producers or marketers are using or adopting social media as a marketing tool for their products. One social media that is currently widely used by marketers to market the company's products is Instagram. To attract consumers, marketers use celebrity as a star on Instagram. This is certainly interesting to examine the behavior of the millennial generation in Indonesia for advertisements on Instagram. It is the credibility of endorsers in advertisements on Instagram that will be able to influence consumer purchase intentions included in the millennial generation categories. Based on the background of the problems discussed above, the researchers set the title of the research as follows: "ANALYSIS OF THE INFLUENCE OF ATTRACTIVENESS, TRUSTWORTHINESS AND EXPERTISE OF CELEBGRAM (CELEBRITY ENDORSER INSTAGRAM) TOWARD PURCHASE INTENTION IN SOCIAL MEDIA INSTAGRAM". 
LITERATURE REVIEW

Marketing

According to Kotler & Keller (2009: 5) marketing is a process where companies create value for customers and build strong relationships with customers for the purpose of getting value from customers in return. The marketing goal is to know and understand customers well so that the product or service can be in accordance with consumer needs.

Based on the marketing definitions above, marketing conclusions can be drawn are all efforts or activities in delivering products or services to consumers, where the activity aims to satisfy needs and desires in a certain way called exchange.

Marketing Mix

Marketing mix is the combination of the elements of marketing and what roles each element plays in promoting products and services and delivering those products and services to the customers. These are elaborated further in the next paragraph. According to (Kotler & Keller, 2009: 65) elements of the marketing mix are:

1. Product

   The product is a combination of tangible and intangible aspects of the products offered by the manufacturer to the customers. It can be defined as a bundle of satisfaction and dissatisfactions offered by company to the customers at a point of time. Their physical attributes what they do, how they differ from your competitors and what benefits they provide.

2. Price

   Price means the monetary value of the product has been fixed for exchange purpose. The price is the amount a customer pays for the product. It is fixed after considering various factors such as market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if other stores have the same product.

3. Promotion

   The promotion include all communications a marketer used in the market for his products of services to create awareness, persuade the customers to buy and retain in future also. For improvement in the position of sales or progress of business this method is used. The message is given to target group regarding the features and benefits of the products or services to the target customers.
4. Placement

Place represents the point or location where the product is made available to purchase. It is required that the products and customer should be available at a point then only the sales would be possible. If not then the sale does not taken place. This term is used for distribution channel. It can include any physical store as well as virtual stores on the Internet. Place is not exactly a physical store where it is available Place is nothing but how the product takes place or create image in the mind of customers. It depends upon the perception of customers. The products or services should reach to the customer that channel is called distribution channel of placement.

Marketing Communication

Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. Marketing communication presents the "voice" of the company and its brand and is a means by which companies can create dialogue and build relationships with consumers. Communication marketing for consumers, can tell or show consumers about how and why a product is used, by what kind of person, and where and when (Kotler & Keller, 2009: 172).

Advertising

Advertising is all paid forms for non-personal presentation and promotion of ideas, goods, or services by a clear sponsor. Advertising can be a cost-effective way to distribute messages, both with the aim of building brand preference. Advertising can also be called all costs that must be spent by sponsors to make non-personal presentations and promotions in the form of ideas of goods or services (Kotler & Keller, 2009: 202).

Purpose of Advertising

The purpose of advertising is a special communication task and the level of achievement that must be achieved within a certain period of time by selling or increasing sales of goods, services, or ideas. The existence of advertising activities often results in immediate sales even though many new sales occur in the future. According to (Kotler & Keller, 2009: 203) the purpose of advertising is:

a. Informative advertising, aimed at creating brand awareness and knowledge of existing products or new features of the product.

b. Persuasive advertising, aimed at creating preferences, beliefs, and purchasing products or services.
c. Advertisements reminder, aimed at stimulating the purchase of goods and services.
d. Strengthening advertisements, aiming to convince current buyers that they are making the right choice.

**New Media**

The emergence of new media also contributes to changes in the pattern of public communication. In this case, new media, the internet has more or less influenced the way individuals communicate with other individuals. Nowadays, the internet is present to fulfill human needs in communicating and obtaining information. The internet functions as a global network for communication from one location to another in the world. The internet also functions as an aspect of information providers that has no restrictions. Access the internet now become a routine for most people. Not only by using a computer or laptop but now you can access it via a mobile phone with various facilities offered by several cellular telephone providers.

**Social Media**

Social media is a new medium of interaction that makes spaces for people to share, tell stories, and channel their ideas. The community activities that are mostly done using the internet are opening social networking sites (64.43%). In addition to opening social networking sites, other activities are seeking information about goods/services (48.55%), sending and receiving e-mails (47.33%), and downloading movies/images (46.98). Furthermore, individuals use the internet for learning activities and access to news through news portals (Meiningsih, 2011: 17).

**Celebrity Endorser**

The type of endorser, according to Shimp (2003: 469), is divided into 3, namely:

1. **Ordinary People**
   
   Ordinary people are people who do not come from celebrities or commonly called non-celebrities but use or support a product.

2. **Celebrities**
   
   Celebrities are people or characters (actors, entertainers, singers, or athletes) who are known by the public in different fields.

3. **Experts**
   
   Experts are people whose opinions about a particular product are followed by people who do not know about the product. Usually, they have an
important role in word of mouth communication about a product.

**Celebgram** is the term for famous Instagram accounts on Instagram social networks. The term refers to the celebrity and Instagram words where the words combination means people who are famous as celebrities on Instagram. **Celebgram** is often benefited from its popularity. Besides being able to become a public figure and get lots of connections, being a celebrity can get much endorsement from various brands and online stores.

**Supporting Attributes of Celebrity Endorser**

In choosing a celebrity that is an endorser, consideration of attributes / dimensions can represent the product in question, because the compatibility of the endorser character of the product is recognized as very influential in lifting the product image, increasing sales and brand awareness. According to Shimp (2003: 468) attributes of endorsers are:

1. **Attractiveness**

   When individuals find something in the endorser is considered attractive, persuasion precedes identification, i.e. when individuals perceive endorsers as something interesting, then individuals identify those endorsers tend to adopt certain attitudes, behaviors, interests, or preferences from endorsers. (Shimp, 2010)

2. **Trustworthiness**

   It is a value of trust in convincing consumers about the product being promoted. Credibility refers to the tendency to trust someone about sources of information such as advertisement supporters, considered to be trustworthy by consumers (Erdogan 1999). This results in the perception of endorsers of credibility, whether the endorser is celebrated or not, they are expected to have a positive influence on consumer responses to advertising. Ohanian (1990) has compiled some of the previous literature that has its source of influence and proposed three components that influence celebrity credibility as endorsers, namely expertise, trustworthiness, and attractiveness.

3. **Expertise**

   Expertise is the impression that is formed by consumers about the abilities and knowledge of celebrities or models about the product. If consumers assume that celebrities or models have good intelligence, knowledge, and understanding, consumers tend to accept it. Shimp (2013, in Anggun 2015) also explained that an endorser who is considered
an expert in a particular field will be more persuasive in changing the opinion of the target market related to the expertise of the endorser compared to the endorser who is not considered an expert.

**Purchase Intention**

According to Gupta et al. (2015), purchase intention is the tendency of personal plans related to brands. The intention is different from attitude. Intention represents a person's motivation, namely, a conscious plan to take action. Whereas attitude is an evaluation of immediate responses and directly on certain stimuli. According to Hassan, et al. (2014) buying intention refers to a plan to buy something in the future to use, but before this, the cognitive process worked were several factors such as consumer perceptions about the product and the source of the product were very important.

Before making a purchase, consumers start by gathering product information based on personal experience and the external environment. When the amount of information reaches a certain level, consumers begin to make evaluations and evaluation processes and make purchasing decisions after comparison and assessment. A decision involves a choice between two or more alternative actions.

**HYPOTHESIS**

H1: Attractiveness has a positive and significant influence on consumer purchase intentions on the products advertised by @awkarin on Instagram.

H2: Trustworthiness has a positive and significant influence on consumer purchase intentions on products advertised by @awkarin on Instagram.

H3: Expertise has a positive and significant influence on consumer purchase intentions on the products advertised by @awkarin on Instagram.

**RESEARCH METHODS**

This type of research is reviewed from the level of explanation is associative research with the form of a causal relationship. According to Sugiyono (2012: 59) a causal relationship is a causal relationship between independent variables (variables affecting) and the dependent variable (the variable that is affected). In this study focuses on the effect of using celebrity endorser as an independent variable on purchase intention as the dependent variable.

Hair et al., (2010), stated that the total number of questions for each variable questionnaire item multiplied by 10 (18 X 10= 180). Based on this, a minimum number of
representative samples is 180 respondents. In this study, the researcher has collected 200 respondent that are excluded from bias and assume that 200 respondent will produce effective result. Thus, the total number of research respondents was 200 respondents. Research instrument conducted in this research are using Validity Test, Reliability test, Classic Assumption Test, Multiple Linear Regression, Coefficient of Determination, and T-test.

RESEARCH FINDINGS

Respondent Characteristic

The result of questionnaire are collected from 200 as respondents. The results of the percentage analysis on the age characteristics revealed that the majority of respondents (82.5%) were aged between 18 and 23 years, dominates by female respondents with 183 person or 91.5%. The respondents 173 (86.5%) work as students or students. However (53.5%) of the respondent have income between Rp. 2,000,000 to Rp. 3,000,000.

Research Instrument

The questionnaire in this study used as an analytical instrument. Thus, the analysis is focused on the respondent score in each observation. The validity of the respondent score is depend on the data collection. The instrument of data collection should fulfill two important conditions which is valid and reliable.

The validity test shows the value of questions sig. r indicator is lower than 0.05 (α = 0.05) which means every variable indicator is valid, thus can be concluded the indicators can be applied to measure the research variable

Reliability test indicates that the value of alpha Cronbach in all variable is more than 0.6. From the above definition, then all variables used for observation is reliable.

Classical Assumptions Test

Figure 4.9. Normality test result

<table>
<thead>
<tr>
<th>One-Sample Kolmogorov-Smirnov Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unstandardized Residual</td>
</tr>
<tr>
<td>N</td>
</tr>
<tr>
<td>Normal Parameters a,b</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

a. Test distribution is Normal.
b. Calculated from data.

According to the table above, the value of sig is 0.278 (seen in Table 4.9) or higher than 0.05; then H0 is accepted. Thus, the normality is qualified.
Figure 4.10. Multicolinearity test result

<table>
<thead>
<tr>
<th>Variable</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>X1</td>
<td>0.549</td>
</tr>
<tr>
<td>X2</td>
<td>0.462</td>
</tr>
<tr>
<td>X3</td>
<td>0.456</td>
</tr>
</tbody>
</table>

The result of the test indicates that the value of tolerance > 0.1 then it can be concluded the multicollinearity is not occur between the independent variables.

**Heteroskedasticity Test**

From the analysis indicates that the scatterplot diagram is scattering and not shaping particular pattern, so there is no Heteroskedasticity occur, so it can be concluded that the residual has homogenous variance (constant) or in other words, there is no tendency of Heteroskedasticity.

**Multiple Linear Regression result**

According to Table 4.11 we obtain the regression equation as follows:

\[ Y = 2.131 + 0.212X_1 + 0.179X_2 + 0.112X_3 \]

Interpretation of the above regression equation:

a. Purchase Intention will increase about 0.212 for every one unit addition of \( X_1 \) (Attractiveness). So if, attractiveness has 1 unit increasing, then Purchase Intention will increase 0.212 unit with the assumption that another variable is considered as constant.

b. Purchase Intention will increase 0.179 unit for every one unit addition of \( X_2 \) (Trustworthiness), so if trustworthiness increase 1 unit, then Purchase Intention will increase 0.179 unit with the assumption that another variable is considered as constant.

c. Purchase Intention will increase 0.112 unit for every one unit addition of \( X_3 \) (Expertise), so if trustworthiness increase 1 unit, then Purchase Intention will increase 0.112 unit with the assumption that another variable is considered as constant.

Regarding the interpretation above, the Attractiveness, Trustworthiness, and Expertise have positive influence toward Purchase Intention. In other words, if there is
the increasing of Attractiveness, Trustworthiness, and Expertise increase, then it will be followed with the escalation of Purchase Intention.

**Coefficient of Determination (R\(^2\)) result**

Coefficient of determination is used to calculate the influence or contribution of independent variable toward the dependent variable. From the analysis of table 4.12, we get the result of adjusted R\(^2\) (Coefficient of Determination) is 0.544. It means that 54.4% Purchase Intention variable will be influenced by another independent variable, which is: Attractiveness (X\(_1\)), Trustworthiness (X\(_2\)), and Expertise(X\(_3\)). Whereas another 45.6% of Purchase Intention variable will be influenced by another variable undescribed in this study.

**T-test Result**

a. T-test between X\(_1\) (Attractiveness) and Y (Purchase Intention) indicates t test = 5.119. While t Table (\(\alpha = 0.05\); df residual = 196) is 1.972. Because t test > t Table that is 5.119 >1.972 or sig t (0.000) <\(\alpha = 0.05\) then influence of X\(_1\) (Attractiveness) toward Purchase Intention is significant. It means, reject H\(_0\) and accept H\(_1\). In short, Purchase Intention can be influenced significantly by Attractiveness or by increasing Attractiveness then Purchase Intention will significantly increase.

b. T-test between X\(_2\) (Trustworthiness) and Y (Purchase Intention) indicates t test = 4.435. While t Table (\(\alpha = 0.05\); df residual = 196) is 1.972. Because t test > t Table that is 4.435 >1.972 or sig t (0.000) <\(\alpha = 0.05\) then the influence of X\(_2\) (Trustworthiness) to Purchase Intention is significant with alpha 5%. It means H\(_0\) is rejected dan H\(_1\) is accepted. In short, Purchase Intention can be influenced significantly by trustworthiness or by increasing trustworthiness then Purchase Intention will significantly increase.

c. T-test between X\(_3\) (Expertise) and Y (Purchase Intention) indicates t test = 2.912. While t table (\(\alpha = 0.05\); df residual = 196) is 1.972. Because t test > t Table that is 2.912 >1.972 or sig t (0.004) <\(\alpha = 0.05\). So the influence of X\(_3\) (Expertise) to Purchase Intention is significant in the alpha of 5%. This means, reject H\(_0\) and accept H\(_1\). In short, Purchase Intention can be influenced significantly by the expertise or by increasing the expertise so that Purchase Intention will increase significantly.

**DISCUSSION**

**The Impact of Attractiveness to Purchase Intention**

According to the results of this study, Attractiveness to Purchase Intention was
significant (0.000) and had positive correlation. It means Purchase Intention will increase for every one unit addition X1 (Attractiveness).

Celebrities have appeal in various ways, which attract various target audiences to make purchasing decisions (Shimp, 2003: 465). According to Menon, et al. (2001) in Khan, et al. (2016) revealed that attractiveness is a means to change opinions. Celebrity interest in influencing people with the style and appearance of celebrity endorsers has a positive effect on consumers' purchase intentions. As well as research was done by Sertoglu, et al. (2014) stated that the attractiveness of endorsers is mostly preferred and has a positive impact on the purchase intention of a product. Endorsers that are considered attractive are more likely to influence consumers' purchase intentions.

The Impact of Trustworthiness to Purchase Intention

According to the results of this study, trustworthiness to Purchase Intention was significant (0.000) and positive correlation. Thus, if trustworthiness increase 1 unit, then Purchase Intention will increase

Trustworthiness is the value of competence or ability of a person who showed excellent performance, which includes the expertise and trustworthiness of celebrity endorser. Expertise refers to the experience, knowledge held by celebgram endorsers that relates to the topic being communicated whereas trustworthiness refers to the honesty and trustworthiness of celebrity endorsers in conveying the product image (Rossiter and Percy, 1997).

The Impact of Expertise to Purchase Intention

According to the results of this study, Expertise to Purchase Intention was significant (0.004) and positive correlation. Therefore, Purchase Intention will increase 0.117 unit for every one unit addition of X3 (Expertise).

Endorser expertise is not important unless consumers see that happening, expertise is accepted as the most important component for support to be successful in the promotion (Sertoglu, Korkmaz and Catli 2014). The expertise of a celebrity endorser can be seen through several indicators. According to Sertoglu, Korkmaz, and Catli (2014) indicators that can be measured from the dimensions of expertise are expertise, experience, knowledge, quality, and skills. The five indicators can be explained that a celebrity endorser must have expertise in the products he carries, besides experience in
becoming an endorser is also needed, the experience here can be seen from how often the endorser brings the product. Furthermore, knowledge of the product is important to measure considering that the product delivered will be matched with stylish skills in appearance, this is also related to how he has the skills to make the uploaded photos look interesting and also the quality of whether a person is worthy of being a celebrity endorser

**IMPLICATORY**

This research was conducted to examine the effect of attractiveness, trustworthiness, and expertise on consumer purchase intentions. The object of this research is that all the people included in the millennial generation (aged between 17 and 29 years) and have seen advertisements on Instagram with the advertising star @awkarin). The results of research conducted on 200 people provided clear evidence that the attractiveness, honesty, and expertise of @awkarin as selebgram were able to provide stimuli on increasing the value of consumer purchases. Based on this, it is important for companies to design advertising programs, especially to use well-known advertising stars to help improve brand image and consumer purchase intentions.

**CONCLUSIONS AND RECOMMENDATIONS**

**Conclusion**

Based on the results of the research, conclusions can be drawn it can be specified by Attractiveness, trustworthiness, and expertise can significantly predict 74.2% changes in consumer purchase intentions on products advertised by @awkarin on Instagram.

Attractiveness has a significant influence on purchase intentions on products advertised by @awkarin on Instagram. The results of research on Attractive contribute high, this is a concern for business people, especially by choosing a celebrity endorser who has a classy appearance and has physical appeal can be done by choosing a quality celebrity endorser both physically and / or non-character that can attract consumers’ attention to see products that are promoted on Instagram social media and influence their perceptions to be able to lead consumers to make purchases.

Trustworthiness has a significant influence on purchase intentions on products advertised by @awkarin on Instagram. Business people should pay attention to the trustworthiness of consumers to celebrity endorsers, especially by choosing reliable celebrity endorsers as a reliable source of
information on products that they advertise on Instagram social media and choosing sincere celebrity endorsers, namely celebrity endorsers who have sincerity in communicate messages to consumer with honest statements so that they will be more acceptable consumers and what the celebrity will say about a product can make consumers believe.

Expertise has a significant influence on purchase intentions on products advertised by @awkarin on Instagram. Expertise is a variable that contributes significantly to consumer purchase intentions, followed by Attractiveness, Trustworthiness. However, there are some judgments that are considered unfavorable on the Expertise variable, which is on the item celebrity endorser statement on social media Instagram has extensive insight in delivering messages to consumers and on celebrity endorser statement items on social media Instagram has good quality in promoting various products on Instagram social media. This means that the insight and quality of the celebrity endorser get a low rating from consumers in communicating the various products they represent.

**Suggestion**

Based on the results of the research that has been done and the managerial implications above, the researcher formulates suggestions for interested parties, including the following:

1. The use of celebgram as an advertising star must pay attention to the level of conformity between the credibility of a celebgram and the product advertised. Companies must use celebgram with the same expertise on the product or service advertised. This is done to be able to shape and enhance brand personality. For example: for advertisements on sports products using well-known artist, cosmetic product advertisements use beautiful and graceful celebgram, advertising food products using famous cook experts.

2. Submission of information in advertisements by celebgram must be carried out honestly. This is done to increase consumer confidence in the brand of product or service sold. In addition, celebgram also able to convey information in advertisements with a more communicative and interactive style until advertisements become more attractive.

3. Attractive advertisements must have a good and clear storyline or concept. Therefore, management must pay attention to this in the advertising of products or services sold. Advertisements that are good, interesting, in accordance with the product or
service being sold will contribute to the willingness of consumers to see advertisements from beginning to end. The willingness of consumers to see advertisements as a whole will be able to provide important information contained in an advertisement.

RESEARCH LIMITATION

The research that has been carried out has several limitations in terms of the scope of the research and its methodology. Therefore, the results of this study need to be improved to achieve perfection in order to obtain better and comprehensive research results in the future. The limitations in this study include the following:

a. At first the researchers determined the data collection using an online questionnaire using the Google Form application will get a target of 200 respondents easily and in a short time. However, the results were beyond the expectations of researchers because the online application was unable to reach all layers of customers especially those who did not use smartphones and also the awareness of respondents to fill in the low questionnaire links so that many of the questionnaire links that researchers spread were not filled correctly. As a result, two months of data collection received 200 respondents.

b. The research model used in this study was fully carried out using a survey with a questionnaire. To get accurate and comprehensive research results, it should be supported by a review of the results of the questionnaire by conducting in-depth interviews with @awkarin followers, but this was not done in this study.

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