

## ABSTRAK

Skripsi dengan judul “Pengaruh *Celebrity Endorse*, *Online Customer Review*, dan *Brand Awareness* Melalui Media Sosial Instagram Terhadap Minat Beli Konsumen Pada *E-Commerce*” ini ditulis oleh Alifia Natasya Oktaviani NIM. 126402202073, dengan dosen pembimbing Dr. Moh. Rois Abin, M.Pd.I.

Penelitian ini dilatarbelakangi oleh perkembangan teknologi di era modern saat ini mendorong manusia memiliki perilaku yang konsumtif sehingga mengakibatkan munculnya trend dan perubahan gaya hidup yang berubah-ubah. Trend berbelanja yang saat ini banyak diminati oleh masyarakat Indonesia yaitu melalui *e-commerce*. Semakin ketatnya persaingan bisnis, para pemilik usaha mencari strategi lain untuk dapat membantu meningkatkan penjualannya dengan mengukur niat beli pada konsumen. Penelitian ini menghubungkan variabel independent yaitu *celebrity endorse*, *online customer review*, dan *brand awareness* dengan variabel dependen yaitu minat beli konsumen. Penelitian ini bertujuan untuk mengetahui Pengaruh *Celebrity Endorse*, *Online Customer Review*, dan *Brand Awareness* Melalui Media Sosial Instagram Terhadap Minat Beli Konsumen Pada *E-Commerce* di Kabupaten Trenggalek baik secara parsial maupun simultan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini masyarakat di Kabupaten Trenggalek yang pengguna aktif akun Instagram. Penelitian ini menggunakan sampel 100 responden, dengan teknik pengambilan sampel menggunakan metode *Nonprobability Sampling* dengan Teknik *Purposive Sampling*. Teknik pengumpulan data dengan kuesioner yang disebarakan kepada konsumen yang dianalisis menggunakan SPSS 25 dengan menggunakan uji validitas, uji reabilitas, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa (1) *celebrity endorse*, *online customer review*, dan *brand awareness* melalui media sosial Instagram secara simultan berpengaruh signifikan terhadap minat beli konsumen pada *e-commerce*, (2) *celebrity endorse* melalui media sosial Instagram berpengaruh positif dan signifikan terhadap minat beli konsumen pada *e-commerce*, (3) *online customer review* melalui media sosial Instagram berpengaruh positif dan signifikan terhadap minat beli konsumen pada *e-commerce*, (4) *brand awareness* melalui media sosial Instagram berpengaruh negatif dan signifikan terhadap minat beli konsumen pada *e-commerce*.

**Kata Kunci:** *Brand Awareness*, *Celebrity Endorse*, Minat Beli. *Online Customer Review*

## **ABSTRACT**

*The thesis with the title "The Influence of Celebrity Endorsement, Online Customer Review, and Brand Awareness Through Instagram Social Media on Consumer Buying Interest in E-Commerce" was written by Alifia Natasya Oktaviani NIM. 126402202073, with the supervisor Dr. Moh. Rois Abin, M.Pd.I.*

*This research is motivated by technological developments in the modern era that encourage humans to have consumptive behavior, resulting in the emergence of trends and changes in changing lifestyles. The shopping trend that is currently in great demand by the Indonesian people is through e-commerce. As business competition becomes increasingly fierce, business owners are looking for other strategies to help increase their sales by measuring purchase intent in consumers. This study connects independent variables, namely celebrity endorsements, online customer reviews, and brand awareness, with dependent variables, namely consumer buying interest. This study aims to determine the Influence of Celebrity Endorsement, Online Customer Review, and Brand Awareness Through Instagram Social Media on Consumer Buying Interest in E-Commerce in Trenggalek Regency both partially and simultaneously.*

*This study uses a quantitative approach with an associative type of research. The population in this study is people in Trenggalek Regency who are active users of Instagram accounts. This study used a sample of 100 respondents, with a sampling technique using the Nonprobability Sampling method with the Purposive Sampling Technique. The data collection technique with questionnaires distributed to consumers was analyzed using SPSS 25 using validity test, reliability test, classical assumption test, multiple linear regression test, hypothesis test, and determination coefficient test.*

*The results of the study show that (1) celebrity endorsement, online customer review, and brand awareness through Instagram social media simultaneously have a significant effect on consumer buying interest in e-commerce, (2) celebrity endorsement through Instagram social media has a positive and significant effect on consumer buying interest in e-commerce, (3) online customer reviews through Instagram social media have a positive and significant effect on consumer buying interest in e-commerce, (4) brand awareness through Instagram social media has a negative and significant effect on consumer buying interest in e-commerce.*

**Keywords:** *Buying Interest, Brand Awareness, Celebrity Endorse, Online Customer Review*