

## ABSTRAK

**M. Ocky A. (01619190003), Rico Tarigan (01619190044), Yuriki (01619190013)**  
**“PENGARUH *CELEBRITY ENDORSEMENT* TERHADAP *INTENTION TO PURCHASING ONLINE* YANG DIMEDIASI OLEH *ATTITUDE TOWARDS ADVERTISING* SERTA *ATTITUDE TOWARDS ONLINE STORE IMAGE* DENGAN PEMODERASI *HEDONIC MOTIVATION* (STUDI KASUS PADA TOKOPEDIA DENGAN *ENDORSER* BTS)”**

**(Error! Bookmark not defined. + 94 Halaman; 9 Gambar; 27 Tabel; 6 Lampiran)**

*E-commerce* berkembang pesat di *emerging country* termasuk di Indonesia. Industri *e-commerce* telah memberikan kontribusi PDB yang berarti. Di sisi lain perkembangan *e-commerce* diiringi dengan persaingan yang semakin ketat antara *online store*. Untuk memenangkan persaingan dan menarik pelanggan, *e-commerce* mencoba menggunakan selebriti sebagai *endorser*. Tujuan dari penelitian ini adalah untuk menguji model penelitian *intention to purchase online* yang dimodifikasi dari penelitian terdahulu. Sebagai variabel *independent* adalah *celebrity endorsement* dengan dimensinya. Pengaruh *endorser* ini dimediasi oleh *attitude toward the advertising* serta *attitude toward online store image*. Selanjutnya *hedonic motivation* sebagai pemoderasi ke *intention to purchase online*. Penelitian ini diuji empiris pada konsumen *unicorn* Tokopedia yang melihat tayangan *advertising* dari bintang musik BTS asal Korea. PLS-SEM digunakan dalam analisis data. Responden diperoleh melalui *purposive sampling* dengan 428 responden yang memenuhi syarat. Data dikumpulkan melalui kuesioner yang disebarluaskan secara *online*. Hasil penelitian *first order* menunjukkan terdapat enam dimensi *celebrity endorsement*, dengan *endorser trustworthiness*, *endorser dignified image*, dan *endorser exquisite personality* sebagai dimensi yang terkuat. Selanjutnya *celebrity endorsement* mempunyai pengaruh positif terhadap *intention to purchase* melalui *attitude toward the advertising*. Namun *attitude toward online store image* tidak terbukti berperan sebagai mediasi maupun mempunyai pengaruh langsung pada *intention to purchase*. *Hedonic motivation* terbukti dapat memperkuat pengaruh *attitude toward the advertising* ke *intention to purchase*. Model struktural tersebut menunjukkan hasil *moderate predictive accuracy*. Implikasi manajerial memberikan saran untuk meningkatkan manajemen *celebrity endorsement*. Terdapat beberapa rekomendasi bagi penelitian selanjutnya.

Referensi: 66 (1974 -2020)

Kata kunci: *intention to purchasing online*, *celebrity endorsement*, *attitude toward online store image*, *attitude toward the advertising*, *hedonic motivation*, *e-commerce*

## ABSTRACT

**M. Ocky A. (01619190003), Rico Tarigan (01619190044), Yuriki (01619190013)**  
**THE INFLUENCE OF CELEBRITY ENDORSEMENT ON INTENTION TO PURCHASING ONLINE MEDIATED BY ATTITUDE TOWARDS ADVERTISING AND ATTITUDE TOWARDS ONLINE STORE IMAGE WITH MODERATION OF HEDONIC MOTIVATION (CASE STUDY ON TOKOPEDIA WITH ENDORSER BTS)**

**(Error! Bookmark not defined. + 94 Pages; 9 Images; 27 Tables; 6 Attachments)**

E-commerce is growing rapidly in emerging countries including Indonesia. The e-commerce industry has contributed significantly to GDP. On the other hand, the development of e-commerce is accompanied by increasingly fierce competition among online stores. To win the competition and attract customers e-commerce attempt to use celebrities as endorsers. The purpose of this study is to examine the modified model of intention to purchasing online developed from previous research. Celebrity endorsements deploy as the independent variable with its dimensions. The influence of these endorsement is mediated by attitude toward the advertising and attitude toward online store image. Further, hedonic motivation plays as a moderator to the intention to purchasing online. This research was tested empirically on Tokopedia, an unicorn e-commerce withed consumers who saw advertising impressions from the BTS KPOP star from Korea. PLS-SEM was used in the data analysis. Respondents were obtained by purposive sampling with 428 eligible respondents. Data were collected through a questionnaire that distributed online. The results demonstrated in the first order there are six dimensions of celebrity endorsement. There are: endorser trustworthiness, endorser dignified image, and endorser exquisite personality as the prominent dimensions. In the structural model, celebrity endorsement has shown a positive influence on intention to purchasing through attitude toward the advertising. However, attitude toward online store image is not proven to act as a mediator or to have a direct influence on intention to purchasing. Hedonic motivation has been proven to strengthen the effect of attitude toward the advertising on intention to purchasing. The structural model showed moderate predictive accuracy. Implication managerial provide suggestion to improve celebrity endorsement management. There are several recommendations for future research.

Reference: 66 (1974 -2020)

**Keywords:** intention to purchasing online, celebrity endorsement, attitude toward online store image, attitude toward the advertising, hedonic motivation, e-commerce