

ABSTRAK

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PENGARUH *CELEBRITY ENDORSEMENT* TERHADAP *CONSUMER BEHAVIOR* PADA *MARKETPLACE SHOPEE*

(93 halaman, 12 gambar, 29 tabel, dan 2 lampiran)

Penelitian ini bertujuan untuk menguji pengaruh *celebrity endorsement* terhadap *consumer behavior* pada *marketplace* shopee. Pada beberapa tahun terakhir masyarakat Indonesia cenderung beralih melakukan pembelian *online* melalui *marketplace* yang telah tersedia di Indonesia. Perkembangan zaman ke era digitalisasi mendorong *brand* besar maupun usaha kecil melakukan jual beli dalam *marketplace*, salah satu *marketplace* terkemuka ialah shopee. Berjalannya waktu sejak didirikan pada tahun 2015, shopee sendiri pernah berada di peringkat pertama dalam daftar *marketplace* pengunjung terbanyak pada tahun 2019 – 2020 kuartal IV. Namun tahun 2021 shopee dilengserkan oleh rival nya menjadikan turun ke level 2 dalam daftar *marketplace* pengunjung terbanyak hal tersebut dipicu oleh terjadinya persaingan iklan dalam *marketplace* di Indonesia. Dengan itu, diperlukan penelitian mengenai pengaruh *celebrity endorsement* terhadap *consumer behavior* pada *marketplace* Shopee. Dalam penelitian ini menggunakan pendekatan kuantitatif dengan metode pengumpulan memanfaatkan kuesioner elektronik melalui *Google Forms* yang mendapatkan total 160 responden. Model pengukuran dan model struktural dalam penelitian ini dianalisis dengan memanfaatkan SmartPLS 3.0. Responden dalam penelitian ini adalah masyarakat Indonesia yang berdomisili di Jabodetabek serta pernah melihat iklan Shopee dan pernah berbelanja di *marketplace* Shopee. Pada model pengukuran terdiri dari uji validitas dan reliabilitas. Maupun model struktural terdiri dari uji *R-square*, T-statistik, *P-value* dan menguji hubungan variabel dalam kerangka penelitian ini. Dalam penelitian ini menunjukkan bahwa variabel *attractiveness of celebrity endorser* tidak memiliki pengaruh signifikan terhadap *ad recall by consumer*. Variabel *attractiveness of celebrity endorser* memiliki pengaruh signifikan terhadap *purchase intention of consumer*. Variabel *credibility of celebrity endorser* memiliki pengaruh signifikan terhadap *ad recall by consumer*. Variabel *credibility of endorser* memiliki pengaruh signifikan terhadap *purchase intention of consumer*.

Kata Kunci : *Attractiveness, Credibility, Ad Recall, Purchase Intention, Shopee*

ABSTRACT

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THE EFFECT OF CELEBRITY ENDORSEMENT ON CONSUMER BEHAVIOR IN MARKETPLACE SHOPEE

(93 Page, 12 picture, 29 table, and 2 attachment)

This study aims to examine the effect of celebrity endorsement on consumer behavior in the shopee marketplace. In recent years, Indonesians have tended to switch to making online purchases through marketplaces that are already available in Indonesia. The development of the era to the digitalization era encourages big brands and small businesses to buy and sell in the marketplace, one of the leading marketplaces is Shopee. Since its founding in 2015, shopee itself has been ranked first in the list of the most visitor marketplaces in 2019 – 2020 quarter IV. However, in 2021 shopee was overthrown by his rival, dropping to level 2 in the list of the most visited marketplaces, this was triggered by the occurrence of advertising competition in the marketplace in Indonesia. Therefore, research is needed on the effect of celebrity endorsement on consumer behavior in the Shopee marketplace. In this study, a quantitative approach was used with the collection method utilizing an electronic questionnaire through Google Forms which obtained a total of 160 respondents. The measurement model and structural model in this study were analyzed using SmartPLS 3.0. Respondents in this study are Indonesian people who live in Greater Jakarta and have seen Shopee advertisements and have shopped in the Shopee marketplace. The measurement model consists of validity and reliability tests. The structural model consists of R-square test, T-statistics, P-value and test the relationship of variables in the framework of this research. In this study, it shows that the attractiveness of celebrity endorser does not have a significant effect on ad recall by consumers. The attractiveness of celebrity endorser variable has a significant influence on the purchase intention of consumers. The variable credibility of celebrity endorser has a significant effect on ad recall by consumers. The credibility of the endorser variable has a significant influence on the purchase intention of consumers.

Keywords : *Attractiveness, Credibility, Ad Recall, Purchase Intention, Shopee*