

***THE EFFECT OF CELEBRITY ENDORSEMENT ON
ONLINE SHOPPING INTEREST
(Case Study on Bengkalis Community)***

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Abstract

This study aims to determine and analyze the effect of celebrity endorsement on online shopping interest. This type of research is a type of associative research. Data collection was taken in the form of a questionnaire with non-probability sampling method, namely purposive sampling technique. The sample taken to support this research amounted to 100 respondents, namely the Bengkalis community who had shopped online from advertisements made by celebrity endorsements. The results of the descriptive analysis of the celebrity endorsement variable can be seen that the average mean score is 4.29 and is included in the Very High class category. While the results of the descriptive analysis of the Shopping Interest variable can be seen that the average mean score is 4.18 and is included in the High class category. From the results of the calculation of the significance test of the celebrity endorsement variable, it can be seen that $t \text{ count } 6.601 > t \text{ table } 1.984$ with $\text{sig } 0.000 < = 0.05$. Thus it can be concluded that celebrity endorsement has a positive and significant effect on online shopping interest, so the alternative hypothesis H_a is accepted and H_o is rejected. The value of the correlation or relationship (R) is 0.555 and a large R square or the so-called coefficient of determination (KD) is 0.308, which means that celebrity endorsement affects shopping interest by 30.8% and the rest is influenced by other factors not discussed in this research.

Keywords: Celebrity Endorsement, Shopping Interest, Advertising