

## The Influence of Social Media, Brand Image and Celebrity Endorser to Purchase Intention on Tokopedia

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**ABSTRACT:** The E-commerce industry is increasingly promising in line with the rapid development of technology in Indonesia. Tokopedia.com is an e-commerce site in Indonesia. The problem analyzed is the marketing strategy of Tokopedia. This study was conducted with 100 persons as a respondent. There are several factors examined allegedly influential in formulating marketing strategy on Tokopedia. The purpose of this study was to investigate and analyze how social media advertising, brand image, and celebrity endorser can affect Tokopedia. The subject of this study is the netizen who ever shop online using Tokopedia. From the results of the analysis, there is no significant effect of celebrity endorser on purchase intention. There is simultaneous effect of social media advertising, brand image and celebrity endorser on purchase intention.

**Keywords:** Social media advertising, Brand image, Celebrity endorser, Purchase intention.

### I. INTRODUCTION

Marketing always develops along with technological development. The world is changing, information technology is rapidly growing and getting information becomes very easy to get. The technology is the internet or interconnected network. Along with the development of the business industry, people are faced with various choices of goods and services in the market.

Based on data showing an increase in the number of internet users from 2009 which was 16,501,789 million people, and in 2016 it increased to 53,236,719 million people. The high growth of the internet is a factor driving consumer behavior to change significantly. One changing consumer behavior is online shopping (Hendrayati et al, 2015). The trend of online shopping also makes people change in the way to get an item, which previously had to go to a store or to a shopping center now just one click through a computer or smartphone can get the desired item.

Shopping website developers compete with each other to get the market so that the products on the site can sell well. And the Tokopedia site needs promotion in the form of advertisements in various media, to make the Tokopedia site more visited to find a choice of goods.

Since launch till the end of 2015, Tokopedia's basic services can be used by everyone for free. With a vision of "Building a Better Indonesia Through the Internet", Tokopedia has a program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing products online.

The Minister of Communication and Information Technology said that the value of e-commerce transactions in 2014 was successful at US \$ 12 billion (Obsession News, 2015). Despite having good potential, e-commerce has many challenges to be better and more stable (Hendrayati et al, 2015). Tokopedia is aware that the use of social media users is very high. In the last Ramadan, Tokopedia launched the Extra Ramadan campaign. Through this campaign Tokopedia offers all consumers extra cashback, extra free shipping, extra exclusive products, extra bonuses, extra discounts, to extra flight tickets abroad. To carry out large-scale promotions on Instagram and Twitter had broadcasted on 3 national television stations simultaneously ([www.tokopedia.com](http://www.tokopedia.com)) and used 700 celebrity endorsers. On Twitter, they use the hashtag campaign #pemberiharapanpasti, and this hashtag is able to generate 8.8 million impressions and 645 thousand reach. While on Instagram, #pemberiharapanpasti was able to produce 19,028 hashtags and became the most successful buying and selling campaign during the HARBOLNAS (National Online Shopping Day) event among several e-commerce sites in Indonesia.

Factor that influences purchase intention is social media advertising. People who are usually using social media to respond to ads on social media such as brand pages have a positive relationship with purchase intention (Chu et al, 2015). The number of advertisements on social media is also followed by the use of social

media that grows higher and higher. It can be seen from the development of the use of social media from year to year is increasing. The many uses of social media such as Facebook, Twitter, Instagram, Snapchat, Youtube and other social media forces companies to improve their communication model (Alalwan et al, 2017). The many factors supporting products that use social media as a platform media to advertise are easily accessible, interacting and the popularity of social media used to produce a value from these products (Kim & Ko, 2010).

Furthermore, purchase intention can also be influenced by celebrity endorsers. They have several characteristic attributes such as attractiveness, extraordinary lifestyle or special skills that will be unique to observe. With the existence of celebrity endorsers that display a positive image, it is believed to be able to apply positive thinking to the Tokopedia brand image. In a study conducted by Prabowo et al (2014) and Jatmiko (2013) which proved that celebrity endorsers had a positive influence in creating purchase intention in consumers. However, there are differences resulting in research conducted by Stephanie, et al (2013) and Nurani & Haryanto (2010) proving that celebrity endorsers have a negative influence in creating purchase intention in consumers.

## II. LITERATURE REVIEW

Behavioral terms are related to study objectives which are directed to human problems. In the scope of the marketing field, consumer behavior is continuously developed as many approaches. Consumer behavior is an act which is directly involved in gaining, consuming, and spending products and services, including the process of decision which overtakes this action. To understand consumers and develop the right marketing strategy, we have to understand what they think, feel, and do. Along with what and where their minds are affected by certain conditions.

According to Kotler and Keller (2012:166) consumer behavior is a study of how individuals, groups, and organizations choose, buy, and consume and how products, services and ideas or experiences to satisfy their needs and desires. The stages of the decision making process, among others, the first introduction is needed, at this stage marketers need to know various things that can drive the particular needs or interests of consumers. The second is information seekers, consumers who are already interested may look for more information, but maybe not. If the encouragement of consumers and products that can satisfy is within reach, consumers are likely to buy it. The third stage is the evaluation of consumers' alternatives to which items are truly most suitable for purchase according to their needs and desires. Next is the fourth stage which is the buying decision which is the stage of the buying decision process, which is when the consumer actually buys the product. After buying a product, consumers will feel satisfied or dissatisfied with the goods purchased, here enter the fifth stage of post-purchase behavior. If the product does not meet expectations, consumers will feel dissatisfied. Marketers' activities continue to respond to this satisfaction and dissatisfaction so that the product life cycle does not decrease.

### 2.1 Purchase Intention

According to Schiffman & Kanuk (2013: 206), purchase intention is something psychological strength that exists in an individual, which has an impact on taking an action. In Stephanie (2013: 5), purchase intention can be identified through indicators as follows, the first is purchase intention, namely the tendency for someone to buy a product. Furthermore referential interest, namely a person's tendency to refer to other people's products. Then preferential interest, where the behavior has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference. Finally, explorative interest, this interest describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product.

From various views on purchase intention that has been stated above, it can be concluded that purchase intention is a happy attitude that arises after receiving a stimulus from the product he sees, giving rise to the urge of someone to buy the product according to their needs.

### 2.2 Advertisement

Advertising is as every form of presentation to remind consumers in the form of non-personal presentations and promotions about ideas, goods and services using clear payment and sponsorship media (Kotler & Keller, 2012: 478). As research has been done by Sundalangi et. al. (2014), Kalele et. al. (2015), and Gunawan & Dharmayanti (2014) that advertising has a positive effect on purchase intention so it is very clear if the ad has a big influence in creating purchase intention in the minds of potential consumers.

According to Kotler and Armstrong (2012: 264) the promotion mix is a special combination of advertising, personal selling, sales promotion, and public relations that companies use to achieve advertising and marketing. The promotional mix (Promotion Mix) according to Kotler & Armstrong (2012: 408) advertising (advertising) is non-individual communication, with a number of costs, through various media carried out by companies, non-institutional institutions, and individuals.

### 2.3 Social Media Advertisement

Supporting factors for the many products that use social media as a place to advertise is the ease of accessing, interacting and the popularity of social media used to produce a value from these products (Kim & Ko, 2010). However, not all products are suitable for using advertising on social media, depending on the situation and condition of the product. The persuasive effect of using a product depends on the source used (Chu, 2011). Advertising sources that produce this information can have a strong potential impact on consumers based on credibility, trust and teaching values in promoting attitudes deemed beneficial (Logan et al., 2012). In Shareef's research (2017) it was stated that the indicators of social media advertising are as follows:

1. Entertainment
2. Informativeness
3. Irritation
4. Advertising value

People who are accustomed to using social media responding to advertisements on social media such as brand pages have a positive relationship with purchase intention (Chu et. Al., 2015). Users who take part in luxury media social media activities give signals that they are interested in information responding to messages from advertisements and are interested in buying the product. Advertising on social media that provides entertainment also has a positive influence on customer relationships and purchase intention in research (Kim & Ko, 2010). Likewise like what is contained in the research of Dehghani& Turner (2015) advertising on social media has a positive effect on consumer purchase intention. The number of advertisements on social media is also balanced by the use of social media that grows higher and higher. It can be seen from the development of the use of social media from year to year which is increasing.

#### **2.4 Brand Image**

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand (Kotler & Keller, 2012: 274). The image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Schiffman and Kanuk (2010: 285) mention the factors that influence brand image are as follows:

1. Quality
2. Trusted and Reliable
3. Usability and Benefits
4. Service
5. Risk

#### **2.5 Celebrity Endorser**

According to Rossiter & Smidts (2012) celebrity endorser is a supporter of advertising or also known as an ad star to support a product. Using celebrity as a spokesperson and celebrity endorser is likely to be effective if the celebrity symbolizes the main features of the product (Kotler & Keller, 2012: 450). Sulistya (2012) dimensions of celebrity endorser are as follows, visibility, credibility, attraction, power. While celebrity endorser indicators are, attractiveness, trustworthiness, and expertise.

The use of celebrities in an advertisement has been carried out by many producers of a product. According to Rossiter & Smidts (2012) celebrity endorsers are supporters who are also known as ad stars to support a product. By using celebrity as a spokesperson and celebrity endorser is likely to be effective if the celebrity symbolizes the main features of the product (Kotler & Keller, 2012: 450). By using the credibility from a celebrity, it is believed that it can influence purchase intention in the minds of potential consumers. In accordance with research conducted by Prabowo et. al. (2014) and Jatmiko (2013) which state that celebrity endorsers have a positive influence on consumer purchase intentions so that the selection of celebrity endorsers that is appropriate and has credibility, is a requirement so that the strategy of using celebrity endorsers in promoting products can run as desired.

### **III. METHODOLOGY**

In conducting research, planning is needed so that research can run well. Research design is a framework used to carry out research (Arikunto, 2010: 90). Research design patterns in each discipline have their own particularities, but the general principles have many similarities. The research design provides an overview of the procedures for obtaining information or data needed to answer all research questions. Therefore, a good research design will produce an effective and efficient research process.

The research design used by researchers to examine the purchase intentions from Tokopedia is to collect existing data, in the form of primary data and questionnaires. There are several types of research, but the author used in this study is associative research, the understanding according to Sugiyono (2014: 55) is the type of research that has the aim to determine the relationship between two or more variables. In this study, researchers will analyze the effect of social media advertising, brand image, and celebrity endorsers on purchase intention in Tokopedia.

#### **3.1 Operational Variable**

In this study, researchers have 4 (four) research variables, which consist of 3 (three) independent variables and 1 (one) dependent variable. The independent variable in this study is symbolized by the letter (X), namely social media advertising, brand image and celebrity endorser. While the dependent variable in this study is symbolized by the letter (Y), namely the purchase intention.

### 3.2 Population and sample

Population is a generalization area that consists of objects and subjects that have certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2014: 90). The population in this study are people who own and use the Tokopedia application.

According to Sugiyono (2014: 91) the sample is part of the number and characteristics owned by the population so that it can be said that the sample is part of the population that aims to obtain information about the object under study, by taking a portion of the population. Sampling in research is very important because as a determinant that anyone part of the population For the way of sampling by nonprobability sampling, researchers will use a purposive sampling method, in which researchers will choose a subject based on several criteria, namely owning and using the Tokopedia application. Based on Sugiyono (2014: 90) in social research using a sample of 100 people.

### 3.3 Type and Data Source

In this study there is also secondary data that researchers obtained from several sources, namely APJI, Tokopedia, similar web, industry.business, and campaign day. The questionnaire took the form of a number of questions regarding consumer purchase intention in Tokopedia which was influenced by social media advertisements, brand image, and celebrity endorsers.

### 3.4 Data Collection Technique

In conducting a study, researchers need valid data to support the results of their research and produce an appropriate analysis. In other words, data collection is the process, method, act of collecting, or collecting data. For data collection techniques used in this study is to use a questionnaire. The questionnaire is a list of questions and written statements addressed to respondents and respondents' answers to the questionnaire will later be recorded and then processed. The data that researchers collected were obtained from respondents who were people who lived or worked in Indonesian territory.

### 3.5 Research Instrument

For the measurement of each question and statement presented in the questionnaire, it is measured using a Likert scale. According to Sugiyono (2014: 86) the Likert scale is used to determine the attitudes, opinions, and perceptions of a person or group of people about social phenomena, with a Likert scale the variables to be measured are translated into indicator variables, then these indicators are used as benchmarks for compiling instruments in the form of a question in order to be able to measure the respondent's answer, can be seen in Likert table.

### 3.6 Instrument Testing

This research requires a validity and reliability test. Validation is related to whether or not the data is correct. Reliability is related to whether or not the data can be used. These two tests are very important to determine whether this research is useful or not.

### 3.7 Validity

According to Sugiyono (2014: 121) validity is a concept related to the extent to which the test has measured what should be measured. So it can be said if the validity can be used directly in checking how far a tool has functioned. In this study, researchers used the SPSS calculation to test the validity of each statement for each variable, according to Sufren and Natanael (2013: 56) statement can be said to be valid if the loading factor meets the requirements above 0.5.

### 3.8 Reliability

According to Arikunto (2010: 35), reliability is an instrument that can be trusted enough to be used as a data collection tool because the instrument is already good. This test is to determine the extent to which the results of a measurement are fixed, reliable and free from measurement failures. Reliability testing in this study was carried out using cronbach's alpha technique. Cronbroach's alpha is a mathematical formula used to test the level of reliability of a measure. A construct is recorded as reliable if it gives a Cronbroach Alpha value > 0.60.

### 3.9 Normality Test

Normality test is used to assess the normality of the studied variables and to find out whether the data is normally distributed or not. If the data for each variable is not normal, then hypothesis testing cannot use parametric statistics (Sugiyono 2014: 239). In testing this method the Normal P-Plot graphic method of standardized residual cumulative probability is used, with identification if the distribution is around the normal line, then the normal assumption can be fulfilled.

### 3.10 Multicollinearity Test

Multicollinearity test is used to determine whether there is a correlation matrix between independent variables, high correlation (0.9 or more) is an indication of the presence of collinearity . Multicollinearity test

results about the respondents' answers showed the value of vif and tolerance figures. The general value used to indicate multicollinearity is a tolerance value of 0.10 or equal to the value of variance inflation factor (VIF) 10.

### 3.11 Autocorrelation Test

Autocorrelation test is used to find out whether there is a correlation between sample members ordered by time. The consequence of autocorrelation in the regression model is that the sample variable cannot describe the population variance. To detect the symptoms of autocorrelation can use a statistical test that is Durbin-Watson with the following decision-making criteria:

$0 < d < dL$ , Then, autocorrelation is positive

$dL \leq d \leq du$ , Then, cannot be concluded

$du \leq d \leq 4 - du$ , Then, no correlation between positive and negative

$4 - du \leq d \leq 4 - dL$ , Then, cannot be concluded

$4 - dL \leq d \leq 4$ , Then, autocorrelation is negative

### 3.12 Multiple Regression Analysis

According to Sugiyono (2013: 277) multiple regression analysis intends to predict how the state (ups and downs) of a variable, if two or more independent variables as a predictor factor is manipulated (in the ups and downs of its value). So, multiple regression analysis will be carried out if the number of independent variables is at least 2. The multiple linear regression equation is set as follows:

Explanation :

Y : purchase intention

$\alpha$ : constant coefficient

$b_1 b_2 b_3$  : regression coefficient

X 1 : social media advertisement

X 2 : brand image

X 3 : celebrity endorser

$\epsilon$ : error

### 3.13 T Test

T test or known as partial test is used to find out how the influence of each independent variable individually on the related variable. Hypothesis testing can be done by observing the level of significance and beta coefficients. The level of significance is used to see the significance of the relationship between the independent variable and the dependent variable, while the beta coefficient is used to see the direction of the relationship of the effect of the independent variable on the dependent variable. Decision making is accepted whether or not the hypothesis is based on the direction of the relationship and the significance of the model in question. The criterion for accepting the hypothesis is to use the t test, by looking at whether the values obtained by the coefficients differ significantly or not between and at a 5% confidence level.

### 3.14 F test

To test the effect of the independent variables together (simultaneously) on the dependent variable used the F test. If the value  $>$ , then the independent variable simultaneously influences the dependent variable, and vice versa. In this test using a significance level of 5% or 0.05. If the significance value  $< 0.05$ , then the independent variables together have no significant effect on the dependent variable, and vice versa.

### 3.15 Determinate Coefficient

After knowing the magnitude of the correlation coefficient, the next step is to look for the coefficient of determination. The coefficient of determination is the square of the correlation coefficient. This analysis is used to find out how much influence the independent variable has on the dependent variable. The coefficient of determination is between zero and one ( $0 < R < 1$ ). A small R value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

## IV. RESEARCH FINDING AND DISCUSSION

### Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the effect of social media advertising, brand image, celebrity endorser purchase intention. The results of the analysis are presented in the following table form:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.951	1.215		2.428	.017
	Iklan media sosial	.221	.077	.213	2.860	.005
	Citra Merek	.718	.098	.546	7.359	.000



	Celebrity Endorser	.047	.056	.063	.830	.408
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Source: Data Processed, 2018

From the results of multiple linear regression tests between variables Social media advertising, Brand Image, Celebrity Endorser and Purchase Intention (Y) can be formulated as follows:

$$Y = 2,951 + 0,221 X_1 + 0,718 X_2 + 0,047 X_3 + e$$

Based on the results of data analysis and the regression equation, it can be explained about the following points:

1. A constant value of 2.951 indicates the pure value of the consumer loyalty variable without being influenced by independent variables.
2. The social media advertising variable regression coefficient of 0.221, indicating that each addition of 1 value (due to a positive value) on the variable social media advertising will provide an increase in purchase intention of 0.221.
3. In the brand image variable the regression coefficient is 0.718, indicating that each addition of 1 value (due to a positive value) on the brand image variable will give an increase in purchase intention of 0.718.
4. In the celebrity endorser variable the regression coefficient is 0.047, indicating that each addition of 1 value (due to a positive value) on the celebrity endorser variable will give an increase in purchase intention of 0.047.

#### T Test

T test aims to determine the presence or absence of partial influence (alone) given the independent variable on the dependent variable. This test will be carried out using a significance level of 0.05 ( $\alpha = 5\%$ ) or a confidence level of 95%. If the value of sig <0.05 or t arithmetic > T table, then there is the influence of the independent variable on the dependent variable. Then if the sig value > 0.05 or t arithmetic < t table, then there is no influence of the independent variable on the dependent variable. T test results can be seen in the following table:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.951	1.215		2.428	.017
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	Citra Merek	.718	.098	.546	7.359	.000
	Celebrity Endorser	.047	.056	.063	.830	.408

Source: Data Processed, 2018

#### F Test

The F test was carried out to test the effect of the independent variables together (simultaneously) on the dependent variable. If the sig value <0.05 or f arithmetic > F table, then there is the influence of the independent variable on the dependent variable. Meanwhile, if the sig value > 0.05 or f arithmetic < f table, then there is no influence between the independent variables on the dependent variable. The F test results can be seen in the following table:

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	268.218	3	89.406	40.756	.000 <sup>b</sup>
	Residual	276.405	126	2.194		
	Total	544.623	129			

Source: Data Processed, 2018

The table above shows the significance level of 0,000 <0.05. Based on these results it can be said that the independent variables simultaneously influence consumer loyalty.

#### Coefficient of Determination

The Coefficient of Determination Test was used to measure how much the independent variables can explain the dependent variable, or in other words how much the contribution of independent variables to the change (increase or decrease) of the dependent variable.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702 <sup>a</sup>	.492	.480	1.481

Source: Data Processed, 2018

### The Influence of Social Media Advertising on Purchase Intention

Based on data that has been processed using multiple linear regression analysis shows the results of social media advertising on purchase intention. The significance level found at  $0.005 < 0.05$  indicates that social media advertising variables influence purchase intention. This result accepts the first hypothesis which states that social media advertising has a positive effect on purchase intention. Social media ads created by Tokopedia can be well received by consumers. Especially with the ease of access to Tokopedia through websites and applications and campaigns created by Tokopedia on various social media. The results of this study support the study of Shareef (2017) & Chu et. al. (2015) which states that social media advertising has a positive effect on purchase intention. Social media advertisements that have been carried out have succeeded in increasing respondents' purchase intention. Tokopedia can continue to increase creativity and ideas in making social media ads.

### The Influence of Brand Image on Purchase Intention

Based on data that has been processed using multiple linear regression analysis shows the results of the brand image of purchase intention. Found a significance level of  $0,000 < 0.05$  indicating that the brand image variable influences purchase intention. This result supports the second hypothesis which states that brand image influences purchase intention. Tokopedia made people aware to start doing business, through Tokopedia as its medium. Consumers become interested in shopping because of the variation of goods and services provided by Tokopedia. The results of this study support the research of Samuel&Lianto (2014) as well as Ambarwati et. al. (2015) which states that brand image has a positive effect on purchase intention. For this reason, Tokopedia must maintain its brand image so that consumers remain loyal to Tokopedia. A good brand image will make a strong brand in consumers' memories.

### Influence of Celebrity Endorser on Purchase Intention

Based on data that has been processed using multiple linear regression analysis shows the results of celebrity endorsers of purchase intention. The significance level of  $0.480 > 0.05$  indicates that the celebrity endorser variable does not influence purchase intention. These results make the third hypothesis which states that celebrity endorsers have a positive effect on purchase intention is rejected. Respondents rated credibility and these results support the research of Stephanie et. al. (2015) and Nurani & Haryanto (2010) which stated the celebrity endorser credibility variable did not affect purchase intention. Tokopedia has to choose a celebrity endorser that has good attractiveness and credibility so that Tokopedia can attract more consumers.

### Influence of social media advertising, brand image, celebrity endorser on Purchase Intention.

Based on data that has been processed using multiple linear regression analysis shows the results of social media advertising, brand image, celebrity endorser of purchase intention. The significance level of  $0.017 < 0.05$  indicates that the independent variables simultaneously influence purchase intention.

## V. CONCLUSION AND SUGGESTION

The results of processing the analysis of the entire data, it can be concluded as follows:

1. The results of processing the analysis of the entire data, it can be concluded as follows:  
Social media ads have a significant positive effect on purchase intention in Tokopedia so H1 is accepted. This can be seen from the T-Test value of 0.221.
2. Brand image has a significant positive effect on purchase intention in Tokedia so H2 is accepted. This can be seen from the T-Test value of 0.718.
3. Celebrity endorsers do not influence purchase intention, so H3 is rejected. This can be seen from the T-Test value of 0.047.
4. Social media advertising, brand image, celebrity endorser have a significant positive effect on purchase intention so H4 is accepted. This can be seen from the T-Test value of 0.017 ( $0.017 < 0.05$ ).

Based on these conclusions, the following conclusions can be concluded:

1. According to social media advertising variables, things to consider are the good value indicators to emulate. Even though they received a rating in the good category, the average value was relatively low at 3.46. Respondents were less sensitive to the content and messages of social media advertisements created by Tokopedia. Therefore, Tokopedia's management should make social media advertisements think about how to deliver them implicitly.
2. According brand image variables, things to consider are the indicators of higher quality compared to other e-commerce sites. Even though they received a rating in the good category, the average value was relatively low at 3.53. Therefore, better socialization needs to be done so that consumers can know that Tokopedia has a quality service.

3. According to the celebrity endorser variable, the thing to note is the selection of celebrity endorsers, Tokopedia must be able to choose celebrity endorsers that have appeal, credibility and can also be trusted by potential customers.
4. According to the purchase intention variable, the average consumer's response is to a good judgment. Tokopedia can improve to be very good category by paying attention to the factors that influence purchase intention continuously. Tokopedia must be able to get consumers to refer Tokopedia to others.

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