

ABSTRACT

The growth of the online shopping is increasing every year. Tokopedia is the only site selling online using the Celebrity endorser in its marketing strategy. Tokopedia spend the advertising budget amounting to Rp. 236 billion, which makes Tokopedia become the company with the largest online shopping budget compared to its competitors. But it does not go hand in hand with the number of Tokopedia's page viewer site and Tokopedia's application downloaders in Google PlayStore, where Tokopedia ranks second in the number of page viewer below bukalapak and ranked third in the number of downloaders in Google PlayStore.

The aim of this study is to determine the effectiveness of using Chelsea Islan as Celebrity Endorser in Tokopedia advertising, how much buying intention of society to Tokopedia and Chelsea Islan influence as a celebrity endorser of the buying intention to Tokopedia.

Method in this research is quantitative and methods of data collection through an online questionnaire. Obtained from questionnaires distributed 397 respondent data. Processing data using SPSS version 22 and multiple regression analysis techniques.

The results showed that celebrity endorser attributes have influence on purchase intention on Tokopedia Bandung with proven by 41,7% of the purchase intention of Tokopedia in Bandung.

Conclusion of this study is Chelsea Islan usage effectiveness as a celebrity endorser in Tokopedia advertising is inside good categories, the results of research on buying intention in Tokopedia is also in good categories, and Chelsea Islan as a celebrity endorser has a strong influence on the buying intention.

Kata Kunci: Celebrity endorser, Purchase Intention