

ABSTRACT

Instagram is one of the social media on the rise of Instagram users and the emerging marketing strategy commonly known endorsement. The products are most often used on that strategy is fashion product, where local fashion products now are rising concurrently increasing public interest in local fashion using the product. This study aims to determine how respondents regarding the celebrity endorsement and purchase intention to see how big an impact partially or simultaneously.

Through this research, celebrity endorsements will be measured by using 4 subvariable namely Visibility, Credibility, Attraction, and Power to variable purchase interest. The analysis technique used is multiple linear regression analysis with the help of SPSS 20. Technical data dissemination is done by sending a direct message to the follower sharena Gunawan also post links to some telegram questionnaire.

Research results obtained show that the celebrity endorsement and purchase intention received amounting to 81.085% of respondents and 81.45% are both located in good categories. The influence of celebrity endorsement to purchase intention of the fashion local product on instagram account sharena Gunawan simultaneously and partially have a significant effect.

Subvariable credibility is the most important in influencing purchase intention based on the results of the regression. For that the visibility, credibility and attraction needs to be improved in order for endorsement process that can increase a person's interest to buy.

Keywords: Celebrity endorsement, Purchase Intention