

ABSTRACT

The online shop owners of cosmetics product in Instagram social media are using endorser to promote their products. However sometimes the online shop owners are using inappropriate endorser with the offered product or brand. Choosing the right endorser can lead to influence consumer attitude and can improving consumer purchase intention.

Because of that this study need to be conducted about endorsement effect toward consumer attitude and purchase intention of cosmetics product on online shop through Instagram social media. The data collected through primary data which is online questionnaire distribution to respondents who are following one or more cosmetics online shop account in Instagram social media.

Method being used in this study is quatitative method with 134 respondents as sample. Data analysis technique and hypothesis testing are using Structural Equation Model (SEM) with covariance based SEM with multiple regression analysis characteristics, using AMOS 22 software.

Based on the results of data anlysis on this study shows that Endorsement has significant positive effect toward consumer attitude and purchase intention. However the effect of endorsement toward purchase intention has a less value compare to the effect of Endorsement on consumer attitude.

Based on this study, the suggestion to increase the effect of endorsement toward consumer purchase intention, the online shop owner have to consider factors in deciding endorser and have to adjust the endorser with the needs and the behavior.

Key words: Endorsement, consumer attitude, purchase intention