

ABSTRACT

The rise of online shop in instagram and high competition among the businessmen causing the marketing by using celebrity endorsements or "selebgram" to attract consumers to buy developed significantly. The widespread of muslim fashion trends in Indonesia also encouraged the businessman to sell products hijab products online. Looking at the phenomenon of rapid ecommerce development, the research will elaborate the influence of celebrity endorsements on consumer buying interest in the product hijab. Population and sample of this research are followers instagram account @zahratuljannah and @joyagh. It is a non-comparative studies. The sample size of this study were taking a sample of 800 respondents drawn from followers instagram account @zahratuljannah and @joyagh. This study uses a quantitative method by distributing questionnaires and using multiple linear regression. It is concluded that from these two research object variables, the factor which significantly influenced consumer purchase interest is visibility, product match up, credibility, and power.

Keywords: *Celebrity endorser, buying intention, hijab product, quantitative, social media instagram, VISCAP*