

ABSTRACT

Mayoutfit is a small and medium business that produces women's clothing. Mayoutfit claimed about an improvement after promoting through the celebrity endorser. But there is a problem regarding the celebrity endorser namely azalia bianda avissa and azaria binda avissa. And the purchase decision on the celebrity endorser.

This study was conducted to know the effect of celebrity endorser on purchasing decisions on Mayoutfit's online shop products on Instagram social media. The purpose of this study was to know the effect of celebrity endorser on purchasing decisions on Instagram social media (Stud of Mayoutfit Online Shop Bandung). Data collection is done through questionnaires. Data analysis in this study is quantitative analysis. Sampling uses accidental sampling technique. The sample obtained was 100 respondents. The analysis tool in this study used SPSS version 22. The analytical method used was the Multiple Linear Regression Analysis test.

The results showed that the variable celebrity endorser (X) and purchasing decision (Y) were in the good category. The results of multiple linear regression analysis can be concluded that H_a is accepted, meaning that there is an influence of celebrity endorser (x) on purchasing decisions (Y) on Mayoutfit's online shop products. Based on the test results of the analysis of the coefficient of determination obtained R square of 0.767. This shows that the influence of the variable celebrity endorser on the purchase decision variable is 76.7%. While the remaining 23.3% is influenced by other variables not examined in this study such as problem.

Keywords : *Celebrity Endorser, Purchasing Decision*