

ABSTRACT

Instagram is popular and growing rapidly, making it an effective medium for use in marketing. Promotions on Instagram are often done through supporting figures or celebgrams (celebrity endorser Instagram). The phenomenon of celebgram makes the need for research done in depth. Choosing a topic Rachel Vennya, a celebgram who promotes Taichan Satay "Goreng" has several objectives in this study, among others, to find out the effect of visibility, credibility, attraction and power that Rachel Vennya has on purchase intention at Taichan Satay "Goreng".

This study uses quantitative research methods. Data collection techniques in this study were conducted by distributing questionnaires. The data analysis technique used in this study is descriptive analysis and multiple linear regression analysis. Sampling is done by non-probability sampling method type of incidental sampling, with a number of 100 respondents.

Based on the results of simultaneous hypothesis testing, celebgram use has a significant effect on purchase intention at Taichan Satay "Goreng". This is evidenced by $F_{count} (24,837) > F_{table} (2,467)$ with a significance level of $0.00 > 0.05$. Based on the results of partial hypothesis testing (t test), it was found that the variables visibility, credibility, attraction and power had a significant effect on buying interest at Taichan Satay "Goreng" in Bandung. Based on the coefficient of determination it was found that Rachel Ven's celebgram (celebrity endorser) was able to explain buying interest of 51.1% and the remaining 48.9% was contributed by other variables not examined. Conclusion of this research celebgram Rachel Vennya is in a very good category, but the indicator of Rachel Vennya's attraction needs to be improved like an ideal body shape and more likely to be extrovert endorser.

Keywords: *Celebgram (Celebrity Endorser Instagram), Purchase Intention, Instagram.*