

ABSTRACT

The development of the internet that has penetrated all sides of human life has made many people use it in economic matters. This has led to the birth of e-business or e-commerce created for business transactions that utilize the internet and web use where people are increasingly facilitated in make transactions because they no longer need energy and a long time to look for items that we need or often also called online transactions and allow the buying and selling process not to be obstructed by distance and time. One of the factors that can affect the company's income and profits is Celebrity Endorser and Electronic Word of Mouth. Companies that have good Celebrity Endorser and Electronic Word of Mouth will increase Purchase Decision for consumers in a company.

This study aims to determine the effect of Celebrity Endorser and Electronic Word of Mouth on Purchase Decision on Tokopedia customers. This type of research is quantitative and uses descriptive analysis methods. The data analysis technique used is multiple linear regression analysis. Based on the results of the study it can be concluded that the responses of respondents to the Celebrity Endorser variable are included in the excellent category, Variable Electronic Word of Mouth is included in the good category and the variable purchase decision process is included in the excellent category. The conclusion of this study is that Celebrity Endorser and Electronic Word of Mouth affect the purchase decision on Tokopedia customers with a percentage of 52.6%, and the remaining 47.4% is influenced by other variables not examined in this study. These results can be interpreted as the better the celebrity endorser and electronic word of mouth owned by Tokopedia, the better the purchase decision of consumers at Tokopedia