

ABSTRACT

The presence of the internet certainly has a big impact on the business industry, one of which is e-commerce. Tokopedia is one of the leading marketplaces in Indonesia. Endorser's credibility is an important factor in attracting consumers' attention to make purchases. This research uses quantitative methods and descriptive analysis. The independent variable in this study is the credibility of the endorser and the dependent variable is the purchase decision with 400 respondents who are viewers of Tokopedia advertisements starring BTS. The results of data processing in this study produce a value of t count $10.512 > t$ table 1.965 so that there is an effect of endorser's credibility on purchasing decisions of online shopping sites tokopedia.

Keywords: Endorser Credibility, Youtube, Purchase Decision