

ABSTRACT

The development of technology that is growing is driven by many factors, one of which the internet makes many changes in the human mindset. One of them is the emergence of behavioral patterns of transacting and shopping online in e-commerce. Very tight competition in this sector makes companies compete to use good marketing so that they can attract people's buying interest, especially in Indonesia. Celebrity endorsement is one of the marketing tools used by companies, one of which is Tokopedia.

The purpose of this study is to determine the effect of celebrity endorsement on purchase intention which is influenced by brand attitude and brand credibility as an intervening variable. With the existence of celebrity endorsement marketing, it is expected to influence brand credibility and a good brand attitude which can then lead to purchase intention. This marketing is used by Tokopedia by collaborating with popular celebrities to attract consumer buying interest through their advertisements on Instagram social media.

In this study, the method that will be used is a quantitative method with the type of research used is descriptive using SEM (Structural Equation Model) analysis. This study uses SEM (Structural Equation Model) analysis which is processed with SMARTPLS 3.0 software with a sample of 304 respondents. This research consists of four variables, namely Celebrity Endorsement as the independent variable, Purchase Intention as the dependent variable and Brand Attitude and Brand Credibility as intervening variables.

Based on research, celebrity endorsements have a significant positive effect on purchase intention, celebrity endorsements have a significant positive effect on brand attitudes, brand attitudes have a significant positive effect on purchase intentions, celebrity endorsements have a significant positive effect on brand credibility, brand credibility has a positive influence on intention purchase, the mediating impact of celebrity endorsements on brand attitudes on purchase intentions and the mediating impact of celebrity endorsements on brand attitudes on purchase intentions.

The results of the research that has been done, it is hoped that the results of this research can provide benefits to the object of research, namely Traveloka can be input for the object to continue to develop.

Keywords: celebrity endorsement, brand attitude, brand credibility, purchase intention