

ABSTRACT

Instagram is one of the social media that is very popular with the public, especially for Generation Z in the Bandung area. Thus, many people use Instagram for profit. Currently, many business people are using Instagram as a marketing strategy for their business by using it as a promotional medium to offer products and services by utilizing endorsement services carried out by Instagram influencers. Endorsement can create a sense of interest so that it can form the interest of potential customers to have the product so that they can finally decide to use the product. Many business actors have succeeded in reaching customers because they take advantage of the endorsement services. Based on this phenomenon, this study aims to determine the effect of endorsement by Instagram influencers on buying interest and also on purchasing decisions.

The sample in this study is 103 respondents who are Instagram social media users and are Generation Z who live in the Bandung area. The sampling technique used is non-probability sampling with purposive sampling. The data that has been collected is then analyzed descriptively and also analyzed using the SmartPLS software version 3.3.5.

The result of this study is that purchasing decisions are not directly influenced by Instagram influencer endorsements but by buying interest. In addition, the buying interest variable can also act as an intervening variable that allows the indirect influence of Instagram influencer endorsements on purchasing decisions in Generation Z in the Bandung area.

Keywords: endorsement, influencer, purchase intention, purchase decision, generation Z