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INFLUENCE OF SELEBGRAM AS ENDORSER TO BUY INTEREST OF CONSUMER ONLINE SHOP EKACELULLER

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ABSTRACT

The Internet has provided a competitive platform for online trading and marketing. One of the things that affect the market caused by the Internet or social media is the online review or reviews. But now this online review evolves into an online review by an artist called Endorse. The object used in this research is one of the instagram online shop called @ekaceluller which several times its product is promoted by selebgram as endorser. Sampling technique in this research is quota sampling as many as 50 people who have bought one of ekaceluller products in 2017. Data analysis used is simple linear regression. The results of this study indicate that the programming as an endorser has a positive and significant effect on the buying interest of ekaceluller, which means that the better the effect given as the endorser of the buyer's consumer interest will increase.

Keywords: *Selebgram, Endorser, Buy Interest.*

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