

PERANAN SELEBGRAM *ENDORSMENT* DALAM MEMBANGUN MINAT BELI PADA BASO ACI AKANG DI MEDIA SOSIAL

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi selebgram *endorment* dan minat beli serta mengetahui pengaruh selebgram *endorment* diskon terhadap minat beli pada baso aci akang. Jenis penelitiannya adalah penelitian deskriptif dan verivikatid dengan pendekatan kuantitatif dengan diperoleh jumlah sample 100 orang. Populasi dalam penelitian ini adalah konsumen baso aci akang diperoleh Teknik pengambilan sampel yang di dapat melalui probability sampling dengan pendekatan simple random sampling. Analisis yang digunakan adalah statistik deskriptif dan regresi linear sederhana. Hasil penelitian menunjukkan bahwa selebgram *endorment* termasuk dalam kategori “buruk” dan minat beli pada produk baso aci akang termasuk kedalam kategori “buruk”. Hasil analisis verifikatif menunjukkan selebgram *endorment* berpengaruh terhadap minat beli.

Kata Kunci : Selebgram *Endormsent*, Minat Beli

***THE ROLE OF CELEBGRAM ENDORSMENT IN BUILDING INTEREST IN BUYING
BASO ACI AKANG ON SOCIAL MEDIA***

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ABSTRACT

This study aims to determine the perception of the endorsement program and purchase intention and to determine the effect of the discount endorsement program on buying interest in baso aci akang. This type of research is descriptive and verification research with a quantitative approach to obtain a sample of 100 people. The population in this study were consumers of baso aci akang. The sampling technique was obtained through probability sampling with a simple random sampling approach. The analysis used is descriptive statistics and simple linear regression. The results of the study show that the endorsement program is included in the "bad" category and buying interest in baso aci akang products is included in the "bad" category. The results of the verification analysis show that the endorsement program has an effect on buying interest.

Keywords: Celebgram Endorsment, Purchase Intention