

ABSTRACT

Mohammad salman alfarisi is interested in buying at Tokopedia on the basis of endorsement of Korean celebrities (study on the Korean community in Surabaya) under the guidance of Dr. A. Yahya Surya Winata, S.E., M.Si.

This study aims to determine the effect of buying interest at Tokopedia on the basis of Korean celebrity endorsements (study of the Korean community in Surabaya) both partially and simultaneously. This research was conducted with quantitative methods, using descriptive causality analysis and multiple linear regression analysis.

The population in this study were ARMY Surabaya members who had shopped at Tokopedia. The sampling technique in this study used simple random sampling, and the analysis used the IBM SPSS 21 software.

Based on the results of the descriptive analysis, it shows that trustworthiness, expertise, attractiveness, respect, similarity and buying interest are in the high category. Based on the results of causality analysis, trustworthiness partially positive effect on Tokopedia e-commerce buying interest, expertise partially positive effect on Tokopedia e-commerce buying interest, attractiveness partially positive effect on Tokopedia e-commerce buying interest. respect partially positive effect on the interest in buying e-commerce Tokopedia, and similarity partially positive effect on buying interest in e-commerce Tokopedia. The results also show that the variables trustworthiness, expertise, attractiveness, respect, and similarity affect simultaneously or together on the interest in buying Tokopedia e-commerce.

Keywords: endorsement, Trustworthiness, Expertise, Attractiveness, Respect, Similarity, buying interest

ABSTRAK

Mohammad salman alfarisi minat beli di Tokopedia atas dasar endorsment selebriti korea (studi pada komunitas korea di surabaya) bimbingan Dr. A. Yahya Surya Winata, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh minat beli di Tokopedia atas dasar endorsment selebriti korea (studi pada komunitas korea di surabaya) baik secara parsial maupun simultan

Penelitian ini dilakukan dengan metode kuantitatif, dengan menggunakan analisis deskriptif kausalitas dan analisis regresi linier berganda. Populasi dalam penelitian ini adalah anggota ARMY Surabaya yang pernah berbelanja di Tokopedia. Teknik pengambilan sampel dalam penelitian ini menggunakan simple random sampling, dan analisis menggunakan software SPSS IBM 21.

Berdasarkan hasil analisis deskriptif menunjukkan bahwa *trustworthiness*, *expertise*, *attractiveness*, *respect*, *similiarity* dan minat beli pada kategori tinggi. Berdasarkan hasil analisis kausalitas, *trustworthiness* berpengaruh positif secara parsial terhadap minat beli e-commerce Tokopedia, *expertise* berpengaruh positif secara parsial terhadap minat beli e-commerce Tokopedia, *attractiveness* secara parsial berpengaruh positif terhadap minat beli e-commerce Tokopedia. *respect* berpengaruh positif secara parsial terhadap minat beli e-commerce Tokopedia, dan *similiarity* berpengaruh positif secara parsial terhadap minat beli e-commerce Tokopedia. Hasil penelitian juga menunjukkan bahwa variabel *trustworthiness*, *expertise*, *attractiveness*, *respect*, dan *similiarity* berpengaruh secara simultan atau bersama-sama terhadap minat beli e-commerce Tokopedia.

Kata kunci: *Endorsement*, *Trustworthiness*, *Expertise*, *Attractiveness*, *Respect*, *Similiarity*, Minat beli