

THE INFLUENCE OF INSTAGRAM CELEBRITY ENDORSEMENT ON PURCHASE INTEREST IN STUDENTS OF THE TRISAKTI TOURISM INSTITUTE

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Abstract

This study aims to determine the effect of celebrity endorsements on Instagram on the buying interest of Trisakti Tourism Institute students. This research is a qualitative research that is quantified through a simple regression method. The population in this study were all Trisakti STP students, while the sample consisted of 100 respondents. The sampling technique used is accidental sampling. Data collection techniques by distributing questionnaires with a Likert scale. The results showed that celebrity endorsements on Instagram had a significant effect on the buying interest of Trisakti Tourism Institute students. Instagram celebrity endorsements significantly affect purchase intention among Trisakti Tourism Institute students because of their positive perceptions of Instagram celebrities as endorsers, their reputation and popularity, and the ease with which celebrities promote products or services on social media.

INTRODUCTION

Celebrity endorsement on Instagram refers to the practice of using popular celebrities or influencers on Instagram to promote a brand's products or services. With the rise of social media, many companies have turned to influencer marketing as a way to increase brand awareness and sales (Dimeila & Farid, 2019). Instagram is a popular platform for celebrity endorsements because it has a large user base, especially among younger audiences who are more likely to follow and engage with influencers. Celebrities and influencers on Instagram have amassed large followings by creating engaging content that resonates with their audience, and their endorsement of a brand can have a significant impact on their

followers' purchasing decisions (Afandi et al, 2021).

Celebrity endorsement on Instagram typically involves the celebrity or influencer posting a photo or video of themselves using the product or service and including a caption that promotes the brand. The caption may include a discount code or a link to the brand's website to encourage their followers to make a purchase. While celebrity endorsement on Instagram can be effective, it is important for brands to choose the right celebrity or influencer to represent their brand. The celebrity should have a large following that aligns with the brand's target audience, and they should have a positive reputation and be seen as credible and authentic by their followers (Ramadhan et al, 2020).

College students as millennials are more fond of and likely to purchase products that are endorsed by celebrities because they see these celebrities or influencers as people who have authority and credibility in their respective industries or environments. By using or recommending a particular product, the celebrity or influencer provides a boost or influence to their followers to try or purchase the same product. College students may idolize certain celebrities or influencers, and seeing them use or recommend a particular product can make them feel more connected to them. This can also trigger a desire to own the same product as the celebrity (Hutami & Patria, 2018).

Having a product that is endorsed by a celebrity can make college students feel more exclusive or prestigious. They may feel more important or cooler in the eyes of their peers if they own a product that is endorsed by a celebrity. College students may consider products endorsed by celebrities to be of better quality or more luxurious. They may believe that the product meets the high standards of celebrities or that celebrities only use the best products. Some celebrities can trigger specific emotions in college students, such as excitement, happiness, or confidence. If college students connect a product with these emotions, they may be more inclined to purchase the product (Joesyiana et al, 2021).

Although celebrity endorsement on Instagram can influence college students' purchasing interest, the decision to purchase a product should be based on careful consideration. College students should conduct adequate product research and consider other factors such as quality, price, and personal needs

before deciding to purchase a product (Nugrah et al, 2023). Therefore, the researcher is interested in taking the title "The Influence of Celebrity Endorsement on Instagram on Purchasing Interest Among Students of Trisakti Tourism Institute".

RESEARCH METHOD

This research is a qualitative study that is quantified through simple regression method using SPSS Program. The population in this study is all students at STP Trisakti, while the sample consists of 100 respondents because according to Sugiyono (2017), the number of feasible research samples ranges from 30 to 500 respondents. The sampling technique used is accidental sampling, in which the researcher directly meets with the respondents. The data collection technique is by distributing questionnaires through Google Form with a Likert scale ranging from 1 to 5.

RESULT AND DISCUSSION

Table 1. Validity Test

Quisioner Item	r-count	r-table
X1	0.571	0.1946
X2	0.526	0.1946
X3	0.587	0.1946
X4	0.547	0.1946
X5	0.501	0.1946
Y1	0.659	0.1946
Y2	0.544	0.1946
Y3	0.500	0.1946
Y4	0.531	0.1946
Y5	0.524	0.1946

Source: Data processed with SPSS (2023)

All statement items in the table 1 are considered valid as their r-count values are above the t-table (0.1946).

Table 2. Reliability Test

Variable	Cronbach's Alpha	Nilai Alpha
Instagram Celebrity Endorsement	0,777	0,600
Purchase Interest	0,713	0,600

Source: Data processed with SPSS (2023)

The information presented in the table 2 indicates that the statement items

are considered dependable since their Cronbach's alpha value surpasses the alpha value of 0.600.

Table 4. Determination Coefficient Test

R	R-Square	Adjusted R-Square	Std. Error of the Estimate
.322 ^a	.450	.489	3.22700

Source: Data processed with SPSS (2023)

Based on the table provided, it is evident that Instagram celebrity endorsement has an impact of 48.9% on purchase interest. Nonetheless, it should be noted that additional factors which were not examined in this study account for 51.1% of the effect.

Table 5. Parsial Test

	Unstandardized Coefficients	Unstandardized Coefficients	t	Sig.	
	B	Std. Error			
Model	B	Std. Error	Beta		
(Constant)	2.031	0.452		4.493	.000
Instagram Celebrity Endorsement	.422	0.116	.227	3.638	.008

Source: Data processed with SPSS (2023)

According to the table presented, the variable of Instagram celebrity endorsement has a significant impact on purchase interest, as indicated by its significance value of 0.00 which is less than 0.05.

Instagram celebrity endorsement has a significant influence on purchase interest among students at Trisakti Tourism Institute because they tend to have a positive perception of Instagram celebrities as endorsers. This may be due to the reputation and popularity of Instagram celebrities, which are believed to increase the trust and purchase intention of students towards the products or services advertised by the celebrities. Additionally, with the presence of social media platforms such as Instagram, celebrities can easily promote products or services, thereby increasing their appeal and influence over students as potential consumers. Therefore, Instagram celebrity endorsement can be an important factor in influencing the purchase interest of Trisakti Tourism Institute students towards advertised products or services.

This research is in line with research conducted by Nurman & Engriani

(2020) showing that Instagram celebrity endorsements greatly affect purchase intention in college students because Instagram celebrities have great influence and popularity among teenagers and young adults, including college students. They are considered as popular, attractive, and idolized by many people. When Instagram celebrities promote certain products or services, this can increase the attractiveness and trust of students in these products or services.

Research conducted by Sampurno et al (2019) is in line with this study which shows that with social media such as Instagram, celebrities can more easily build connections with their fans and expand their promotional reach. This allows celebrities to more easily reach their target market, including college students, who are a potential consumer group and have a large influence on purchasing decisions. Therefore, Instagram celebrity endorsements can be an important factor in influencing student buying interest in certain products or services.

CONCLUSIONS AND RECOMMENDATIONS

Instagram celebrity endorsement significantly influences purchase interest among Trisakti Tourism Institute students due to their positive perception of Instagram celebrities as endorsers, their reputation and popularity, and the ease with which celebrities can promote products or services on social media. As a result, Instagram celebrity endorsement can be a crucial factor in influencing Trisakti Tourism Institute students' purchase interest in advertised products or services.

Suggestions for students of the Trisakti Tourism Institute: (1) Make sure that celebrities who become product or service endorsers have a good reputation and integrity so as not to cause doubt and distrust; (2) Remain critical and conduct their own research on advertised products or services, including checking reviews and feedback from other users; (3) Be careful with exaggerated and unrealistic claims in advertisements, and ensure that the product or service meets personal needs and preferences.

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