

**PENGARUH *USER GENERATED CONTENT* DAN *CELEBRITY ENDORSEMENT* TERHADAP *ONLINE PURCHASE DECISION*
(Survei pada *Followers* Instagram Industri *Brand Fashion* Lokal)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis



Oleh
Muhamad Bayu Pramesta
NIM. 2107544

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
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Oleh

Muhamad Bayu Pramesta

Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar sarjana
Pendidikan pada Program Studi Pendidikan Bisnis
Fakultas Pendidikan Ekonomi dan Bisnis
Universitas Pendidikan Indonesia

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PENGARUH *USER GENERATED CONTENT* DAN *CELEBRITY ENDORSEMENT* TERHADAP *ONLINE PURCHASE DECISION*
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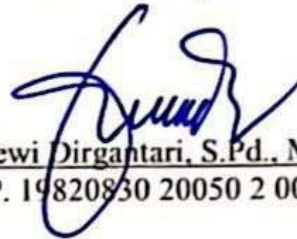
Skripsi ini disetujui dan disahkan oleh:

Pembimbing 1



Prof. Dr. H. Agus Rahayu, M.P
NIP. 196206071987031002

Pembimbing 2



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 20050 2 003

Mengetahui,
Ketua Program Studi Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 20050 2 003

Tanggung Jawab Yuridis
Ada pada Penulis



Muhamad Bayu Pramesta
NIM. 2107544

ABSTRAK

Muhamad Bayu Pramesta (2107544) “**Pengaruh *User Generated Content* dan *Celebrity Endorsement* terhadap *Online Purchase Decision* (Survei pada *Followers Instagram Industri Brand Fashion Lokal*)**” dibawah bimbingan Prof. Dr. H. Agus Rahayu, M.P. dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *user generated content* dan *celebrity endorsement* terhadap *online purchase decision* pada *followers Instagram industri brand fashion lokal*. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan pendekatan kuantitatif populasi dalam penelitian ini berjumlah 4.367.000 dengan sampel berjumlah 349 responden yang merupakan *followers Instagram industri brand fashion lokal* dengan menggunakan Teknik *simple random sampling*. Data diolah secara statistic dengan metode *Structural Equation Modeling (SEM)*. Hasil temuan pada penelitian ini menemukan bahwa *user generated content* dan *celebrity endorsement* memiliki pengaruh positif dan signifikan terhadap *online purchase decision*, hal tersebut ditunjukkan dengan besaran nilai *critical ratio* yang lebih besar dari nilai minimal artinya terdapat pengaruh positif dan signifikan antara variabel *user generated content* dan *celebrity endorsement* terhadap *online purchase decision* secara simultan. Pernyataan tersebut dapat diasumsikan semakin baik perusahaan memperhatikan *user generated content* dan *celebrity endorsement* akan semakin baik juga *online purchase decision* yang muncul pada konsumen untuk perusahaan tersebut. Hasil kontribusi yang diberikan variabel *user generated content* paling tinggi dalam membentuk *online purchase decision* adalah *brand sentiment* dan dimensi *user generated content* paling rendah dalam membentuk *online purchase decision* adalah *informing*. Dimensi *celebrity endorsement* yang memiliki kontribusi paling tinggi dalam membentuk *online purchase decision* adalah *expertise* serta yang paling rendah membentuk *online purchase decision* adalah *attractiveness*.

Kata Kunci: *celebrity endorsement, online purchase decision, user generated content.*

ABSTRACT

Muhamad Bayu Pramesta (2107544). ***“The Influence of User Generated Content and Celebrity Endorsement on Online Purchase Decision (Survey on Instagram Followers of Local Fashion Brand Industry)”*** under the guidance of Prof. Dr. H. Agus Rahayu, M.P. and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

This study aims to obtain an overview and influence of user generated content and celebrity endorsement on online purchase decisions on Instagram followers of the local fashion brand industry. The type of research used is descriptive and verification. With a quantitative approach, the population in this study amounted to 4,367,000 with a sample of 349 respondents who are Instagram followers of the local fashion brand industry using simple random sampling technique. Data is processed statistically with the Structural Equation Modeling (SEM) method. The findings of this study found that user generated content and celebrity endorsement have a positive and significant influence on online purchase decisions, this is indicated by the amount of the critical ratio value which is greater than the minimum value, meaning that there is a positive and significant influence between user generated content variables and celebrity endorsement on online purchase decisions simultaneously. This statement can be assumed that the better the company pays attention to user generated content and celebrity endorsement, the better the online purchase decision that appears to consumers for the company. The results of the contribution given by the highest user generated content variable in shaping online purchase decisions are brand sentiment and the lowest user generated content dimension in shaping online purchase decisions is informing. The dimension of celebrity endorsement that has the highest contribution in shaping online purchase decision is expertise and the lowest in shaping online purchase decision is attractiveness.

Keywords: *celebrity endorsement, online purchase decision, user generated content.*

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