

ABSTRACT

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The Influence of Brand Image and Celebrity Endorser Tasya Farasya Purchase Decision in Followers of @lavojoy_id Instagram Account

Keywords : Brand Image, Celebrity Endorser, Followers, Instagram, Purchase Decision

(xv + 108 + Appendices)

Technological developments are now growing very quickly. The emergence of the internet makes it easier for audiences to communicate via social media without the limitations of space and time. In this era of technological progress, there are many ways to market a product, one of which is building a brand image by attracting celebrity endorsers for people to see the results of reviews of the products being marketed so that purchasing decisions can be made. The Instagram account @lavojoy_id is an account that markets beauty products. The aim of this research is to find out how much influence brand image and celebrity endorsers have on the purchase decisions in followers of @lavojoy_id Instagram account. The research method used is a quantitative method, the respondents in this study were 400 people who were followers of the social media Instagram @lavojoy_id using purposive sampling technique. The theoretical approach used is the Uses and Effect theory and Brand Strategy theory. Both theory are to find out whether product marketing through a good brand image and supported by celebrity endorsers can influence consumer purchasing decisions. The results of this research on 400 respondents stated that Ho1, Ho2, dan Ho3 was rejected and Ha3 was accepted, which means that there is an influence of the brand image and celebrity endorser Tasya Farasya on the purchase decision on Instagram followers @lavojoy_id. So, the better brand image and Tasya Farasya's celebrity endorser, the more she will be able to increase lavojoy product purchase decision among Instagram followers @lavojoy_id.

(Bibliography 2002 – 2024)