ABSTRACT

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The Influence of Celebrity Endorser and Message Content on Interests in Using the Gojek Application (Study on David Saragih's Version of Gojek Ads)

Keywords: Celebrity Endorser, Message Content, Interests

(xv + 113+ attachments)

This study aims to determine the effect of Celebrity Endorser and Message Content on Interests in Using the Gojek Application. The research method used is a quantitative method with a positivist paradigm. Data obtained from questionnaires. The population of this research is the active followers of @gojekindonesia. The technique of determining the number of samples used Taroyamane, in order to obtain 400 respondents. The theory used in this research is the theory used, namely S-O-R (Stimulus, Organism, Response). The results showed that there was a partial relationship between Celebrity Endorsers and interest in using the Gojek application which was influenced by 70.1%, Message Content had a significant effect on the interest in using the Gojek application by 67.4%, simultaneously the relationship between celebrities, Endorsers and Message Content on the interest in using the Gojek application have an effect of 78.4%. So it can be concluded that the more credible the Endorser and Message Content are, the higher the interest in using the Gojek application. Suggestions for further researchers are expected to be able to better measure purchasing decisions and to develop this research by examining other factors that can influence consumer interest in using the Gojek application.

Bibliography (1996 - 2018)