



**THE EFFECT OF CELEBRITY ENDORSEMENT AND SALES
PROMOTION TOWARDS PURCHASE DECISIONS ON
ONLINESHOP: OINGAING_ID CUSTOMER**

Essay

**Submitted as one of the requirements for the Bachelor's Degree
Department of Business Administration
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MOTTO DEDICATION

**“You should believe in yourself, and don't let anyone bring you down.
Negativity doesn't exist, it's all about positivity” – Mark Lee**

Praise to the presence of God Almighty, I dedicate this thesis to:

1. My beloved parents, my mother and father, who always gave prayers, support, and unconditional love from the beginning of this college until I finished this thesis.
2. My sisters and brothers who always support and give much love to me.
3. Me, myself, and I that always try the best and maximize every change that can be taken.
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**THE EFFECT OF CELEBRITY ENDORSEMENT AND SALES
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OINGAING_ID CUSTOMER**

ABSTRACT

Korean Wave or Hallyu is spread globally in various countries, including Indonesia. With the increasing number of K-Pop fans in Indonesia, the interest in buying K-Pop goods has also increased. K-Pop fans are willing to spend a lot of money to buy concert tickets and idol merchandise that they like. Online shops that sell K-Pop goods are increasing in Indonesia. One online shop that sells K-Pop goods are OINGAING_ID. OINGAING_ID sales are unstable and keep decrease from time to time. OINGAING_ID uses the celebrity endorsement and sales promotion method. OINGAING_ID has Jennifer Wirawan as their celebrity endorser, gives free gifts, and holds giveaways for sales promotion methods. This study aims to determine how much influence celebrity endorsers and sales promotions have on consumer decisions to buy OINGAING_ID products. The research method used in this research is using explanatory research with quantitative approach with sample survey method with a sample 100 people. The data collection techniques are through questionnaires. The data analysis method used is the one-way model path analysis with the smartPLS 3.2.9 software program. The results showed that Celebrity endorsement has a positive and significant influence on the purchase decision in OINGAING_ID. Sales promotion has a positive and significant influence on the purchase decision in OINGAING_ID and there was a direct influence from celebrity endorsement and sales promotion on Purchase Decision. Recommendations given are that OINGAING_ID can improve promotions using celebrity endorsements and sales promotions and for next research, It is better to use other variables besides celebrity endorsement and sales promotion to find out other results.

Keywords: celebrity endorsement, purchase decision, sales promotion

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The researcher realizes that this essay could be better. Therefore, all constructive criticism and suggestions will improve the writing of this thesis and be useful for writers, readers, and for further research. May the almighty Allah SWT bless and guide us to the straight path.

Semarang, 7th July 2023

Author,

A handwritten signature in black ink, appearing to read 'Deniar', written in a cursive style.

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