

ABSTRACT

This study aims to analyze the influence of celebrity endorsers, advertising appeal and brand image on the purchasing decisions of Shopee consumers in Tegal, as well as to find out the variables that most influence the purchase decision making at Shopee, so that it can be a review material to increase Shopee's credibility as an online shopping site.

The population used in this study is Shopee consumers in Tegal. In this study using a data collection method conducted through a questionnaire from a sample used by 120 respondents, using non-probability sampling and purposive sampling techniques. Then, the data is processed and analyzed using multiple linear regression analysis techniques.

The results showed that celebrity endorsers, advertising appeal and brand image had a significant positive effect on purchasing decision making of Shopee consumers in Tegal. So that all hypotheses determined between celebrity endorsers, advertising appeal and brand image of Shopee consumers in Tegal are accepted.

Keywords : Celebrity Endorsers, Advertising Appeal, Brand Image, Purchasing Decision Making

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