Effectiveness of TikTok Celebrity Endorsement for Noera Beauty by Defira Septasha

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

Effectiveness of TikTok Celebrity Endorsement for Noera Beauty by Defira Septasha

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The purpose of this research is to find out the effectiveness of using an Celebrity Endorser for Noera Beuty by Defira Septasha. This research is using Quantitative methods and AISAS Model Theory. Through online questionnaire, the data were collected for 163 respondents. Only 131 respondent that are concluded in the criteria of this research. 123 respondent were from Jabodetabek Area and 8 were from Outside Jabodetabek Area. The Independent variables (IV) on this research is frequency of visiting Defira Septasha's TikTok Account and the Dependent Variables (DV) on this research is Purchase of Noera Beauty Product.

Keywords: Celebrity Endorsement, Defira Septasha, Effectiveness, Noera Beauty, TikTok Celebrity Endorsemenr

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DEDICATION

I dedicate this hard work of mine for my parents, friends and those who wanted to finish their thesis.

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First of all, i want to thank to Allah SWT who gave me strength and blessing to do this thesis. I want to thank to my mother and my father who always supports me physically, mentally and financially to finish this thesis and trust me enough will all of their heart.

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