THE IMPACT OF SOCIAL MEDIA INFLUENCERS (SELEBGRAM) ON THE PURCHASE DECISION OF PANTENE CUSTOMERS

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11403006

BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION
FACULTY OF BUSINESS AND COMMUNICATION

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August 2018

Revision after Thesis Defense on July 26th, 2018

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

THE IMPACT OF SOCIAL MEDIA INFLUENCERS (SELEBGRAM) ON THE PURCHASE DECISION OF PANTENE CUSTOMERS

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The rapid growth of Internet especially social media has brought up several people who was once not recognizable by public become famous. They know as Social Media Influencers (SMI) by their ability to influence people's perspective. In Indonesia, one of SMI is celebgram / selebgram (celebrity Instagram). Many brands start working with celebgram to do the endorsement in order to promote their products or services. This research aims to study the impact of these celebgrams through their visibility, credibility, attractiveness and power toward purchase decision. Using SPSS version 23 and Multiple Regression for data analysis from quantitative research of 105 respondents using non-probability judgment. The result shows all hypothesis are accepted and endorser visibility, endorser credibility, endorser attractiveness and endorser power have a significant impact toward purchase decision.

Keywords: Social Media Influencer, Selebgram, Endorsement, Purchase Decision, Advertising.

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DEDICATION

I dedicate this thesis to my beloved parents for their endless support and love. Thank you for always standing by my side.

ACKNOWLEDGEMENTS

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