

**INSTAGRAM PURCHASE INTENTION – THE INFLUENCE OF
CELEBRITY CREDIBILITY ENDORSEMENT, BRAND IMAGE AND
PRICE**

Case Study : Female Student of Andalas University

THESIS

Thesis Proposal is submitted as one of the requirement for a Bachelor Degree in
Management Departement – Faculty of Economic



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INSTAGRAM PURCHASE INTENTION – THE INFLUENCE OF CELEBRITY CREDIBILITY ENDORSEMENT, BRAND IMAGE AND PRICE. CASE STUDY : FEMALE STUDENT OF ANDALAS UNIVERSITY

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ABSTRACT

This research aims to discuss the influence of Celebrity Instagram Credibility Endorsement (Attractiveness, Trustworthiness, Expertise), Brand Image and Price on Purchase Intention to a cosmetics product. Celebrity endorsement become one of the marketing communication tools to promote a product and directly influence the customer's purchase intention. The sample is 140 Samples and using Accidental Technique sampling with the Population of Female Andalas University who still attend lecture class, have an instagram account and have seen a Celebrity Instagram reviewing a cosmetics product in Instagram. Questionnaire was utilized in gathering information from the respondent and were analyzed using the SPSS 17.0 version. Result of this Research showed that Brand Image has a significant influence on purchase intention, Price has a Significant influence on Purchase Intention, and only dimension of Expertise has a significant influence on purchase intention, while the Attractiveness and Trustworthiness dimension has no Significant Influence on Purchase Intention.

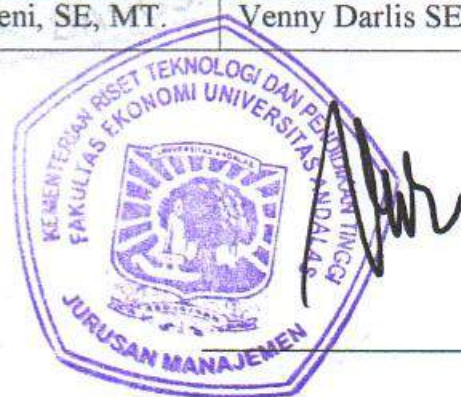
Keywords: Instagram, Credibility Endorsement, Attractiveness, Trustworthiness, Expertise, Brand Image, Price, Consumer Behavior, Purchase Intention.

This thesis already examined and passed on January 9th, 2019. This abstract already approved by supervisor and examiners:

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