

**ANALYZING THE IMPACT OF CELEBGRAM ENDORSEMENT ON CUSTOMER PURCHASE INTENTION OF WOMAN CLOTHING OF INSTAGRAM USERS****ANALISA PERNGARUH SELEBGRAM ENDORSEMENT TERHADAP MINAT BELI PELANGGAN PAKAIAN WANITA PADA PENGGUNA INSTAGRAM**

By  
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**Abstract:** Celebgram endorsement is a person who might influence the instagram users when they doing an endorsement. The customer purchase intention is a process when the instagram users having a interest to purchase product when seeing celebgram endorsement. The aim of this study is to analyze how is the impact of celebgram endorsement on customer purchase intention of women's clothing. To achieve these objectives the researcher got information from 15 informants using qualitative study which is in-depth interview and uses purposive sampling .In order to get the best result, researcher took the entire informants that have been ever bought clothes through celebrities endorsement. The results showed that Celebgram endorsement give a significant impact to the customer purchase intention, the celebgram endorsement is one of biggest factor that increase the customer purchase intention, the credibility of celebgram endorsement can influence the customer to purchase the woman clothes on instagram. They said that by seeing the celebgram endorsement it stimulate them to purchase the products. Celebgram endorsement has an important role on influencing customer purchase intention with their credibility.

**Keywords:** *Celebgram Endorsement, Customer Purchase Intention*

**Abstrak:** Celebgram endorsement adalah orang yang mempengaruhi pengguna instagram saat mereka melakukan endorsement. Niat beli pelanggan adalah proses ketika pengguna Instagram memiliki minat untuk membeli suatu produk saat melihat endorsement selebgram. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana pengaruh selebgram endorsement terhadap niat beli pelanggan pakaian wanita. Untuk mencapai tujuan tersebut peneliti mendapatkan informasi dari 15 informan dengan menggunakan studi kualitatif yaitu wawancara mendalam dan menggunakan purposive sampling. Untuk mendapatkan hasil yang terbaik, peneliti mengambil seluruh informan yang pernah membeli pakaian melalui celebrities endorsement. Hasil penelitian menunjukkan bahwa Celebgram endorsement memberikan pengaruh yang signifikan terhadap minat beli pelanggan, Celebgram endorsement merupakan salah satu faktor terbesar yang meningkatkan minat beli pelanggan, kredibilitas Celebgram Endorsement dapat mempengaruhi pelanggan untuk membeli pakaian wanita di Instagram. Mereka mengatakan bahwa dengan melihat endorsement selebgram itu mendorong mereka untuk membeli produk. Celebgram endorsement memiliki peran penting dalam mempengaruhi niat beli pelanggan dengan kredibilitasnya

**Kata kunci:** *Selebgram Endorsement, Minat Beli Pelanggan*

## INTRODUCTION

### Research Background

In particular it can be said Fashion is a style of dress used every day by person, whether it is in everyday life or at a certain event with the aim to support the appearance. Fashion is also a combination or blend of style or style with a design that tends to be chosen, accepted, loved and used by the majority of the community that will be able to give comfort and make better at one particular time. A person's chosen Fashion can show how the person chooses the lifestyle. Someone who is very fashionable, indirectly constructs himself as someone with a modern lifestyle and always follow the trend that exists. This suggests that in the modern world, lifestyle helps to determine attitudes and values as well as demonstrate social status. Woman and her lifestyle are two things that cannot be separated. In this modern era women are very proactive to change her lifestyle to be more positive and pass it on to other women. Modern woman is certainly a woman who understands the right in utilizing the latest technology for herself and family. She can post activities she did through social media accounts and spread them to the wider community. Modern women today must know very well how to be an active and inspiring socialite. Moreover, for young mothers, being a socialite is important in the positive sense that can exchange the experience of how to take care of a good family because there is a time a young mother must have a sense of insignificance whether she can take care her family to old later. By having a broad insight, it means women know very well how to dress or look good and correct. Entertainment is everything that is good in the form of words, places, objects or behaviors that can be a performer. Based on the above, it can be concluded that entertainment includes many things, including music, movies, opera, games, sports, and so forth. Traveling can also be said to be an amusement by exploring nature or learning culture. Media used in the world of entertainment in the form of television, radio, print media, online media. Through the television industry, Indonesia creates a figure that has a physical and non-physical potential that is indirectly able to influence the attitude of society covering the behavior called as celebrities. Celebrity's ability to influence community behavior to be an opportunity for the company to increase its profitability with celebrity strategy endorsements through social media.

Social media is a medium to socialize with each other and is done online that allows people to interact with each other without being constrained by space and time. Social media is made up of human boundaries for socialization, space and time constraints, with social media it is possible for people to communicate with each other wherever they are and at anytime, no matter how far away they are, and no matter the day or night. Even through social media we can feel close to celebrities. Retailers, or merchants, are entities that sell goods such as clothing, groceries, or cars directly to consumers through various distribution channels for the purpose of obtaining profit. These merchants can be physical buildings or online. Once the clothes have been designed and manufactured, they must be sold. But how is the clothes to get from the manufacturer to the customer? Businesses buy clothes from manufacturers and sell them to customers known as retail. Retailers make initial purchases for resale three to six months before customers can buy clothes in the store. Retailers can be interpreted a group of companies that are part of a fashion supply chain that goes from manufacturer to consumer, offering fashion items and services, through traditional seasonal or fast fashion timing, ranging from budget to designer price lines.

Today's lifestyle is different from ancient times. If ancient women are always considered uneducated circles, nowadays of course have been very different. Even women today, who are popular with the name of contemporary women, in any case can exist, especially in terms of dress. Some women today are very concerned about how to dress, so that if the woman is already using the clothes, then it is no longer possible to wear the clothes again. Especially as time goes by, models of clothing are changing, making some women want to have all models of clothing. Women in Manado are famous for their beauty. There is also a mention if the woman in Manado is physically attractive and has a good human basic attitude among others smart socializing. In some motivational theories always say that "winners" are those who have the "soul" winner. The winners are being expediting by the Manado more or less the word "Bagaya" (the interpretation of the Harafiah), so that the words appear picture as Important first, the affair is only (all there is time, there is a time). For example If this day neighbors buy a car or go to an event with new clothes and models of new clothes, the next day also buy a car plus buy a new clothes (aka do not want to lose) even credit. For the ability to deposit credit a few months to many years does not matter because the most important already have new cars and clothes.

### Research Objectives

To know how is the impact of celebrity endorsement on customer purchase intention of women's clothing.

## Marketing

Kotler and Armstrong (2010) said marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer. Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchange valuable product to other parties. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

## Marketing Communication

The term marketing communication has often been heard today. The term refers to the strategy used by the company to reach their target market through various types of medium. According to MaRS, a Canadian consulting firm, Marketing communication is the message and media that the company delivered in an effort to communicate with the market. The shape can vary. Ranging from advertising, direct marketing, branding, packaging, PR activities, sales presentations, sponsorships, online activities, and more.

## Social Media

Social media is a medium to socialize with each other and is done online that allows people to interact with each other without being constrained by space and time. Social media is a medium used by consumers for text based, image, sound and video information both with other people as well as the company and vice versa. The sense of social media according is a term that includes not only a variety of new Media palforms but also implies the inclusion of systems such as FriendFeed, Facebook, and others that are generally regarded as networks Social. The idea is that various media platforms have social components and as public communication media. (Hopkins,2008:9)

## Celebrity Endorsement

The celebrity endorser is a panacea for all marketing woes. It is today a frequently used approach in marketing for all brand building exercises (Khatri, 2006:77). Celebrities are seen as retail favored by the community and have a creative, attractive advantage that distinguishes it from other individuals. It stated that celebrity endorsers are about celebrities in IAD as marketing strategies in the form of corporate image branding.

## Purchase Intention

Intention is a plan or how a person would behave from a particular situation in certain ways either someone would do it or not. Purchase intention a tendency for consumers to buy a brand or take action related to a purchase that is measured by the level of likelihood of a consumer making a purchase.

## Previous Research

*Husain and Khan (2017)*. The title is Understanding the Effectiveness of Celebrity Endorsement. This paper has reviewed the theories and factors that can help both academicians and practitioners in understanding the dynamics of celebrity endorsement effectiveness. One cannot ignore the power of celebrities in breaking through the cluttered media environment and drawing attention towards the advertisement. They increase awareness and recall of the product and the advertisement. They also give symbolic meanings to the product through the meaning transfer process. However, the effectiveness of celebrities in improving the attitude towards the advertisement and the brand and generating purchase intentions is moderated by factors identified in the paper, especially by the cultural meanings of the celebrity, the celebrity-product congruency, type of risks associated with the product, level of product differentiation and consumer involvement. *Amir and Hussain(2016)*. The title is Impact of Celebrity Endorsement on Consumers Buying Behavior. The findings show that celebrity endorsement is effective and a relationship is four between two elements of celebrity endorsement with consumer's purchase intention. The first attribute of celebrity endorsement is "credibility". The Second is

“attractiveness”. The Third is “product celebrity match-up”. And the last one is “meaning that are transferred to the product by the celebrity”.

*Ha and Lam(2017). The title is The Effects of Celebrity Endorsement on Customer’s Attitude toward Brand and Purchase Intention.* The final study model includes 7 factors of celebrity endorsement with impact on customer’s attitude toward brand. Also, factors of attitude toward brand have impacts on customer’s purchase intention. After testing the reliability of the measurement scale and conducting explanatory factor analysis, results are that celebrity liking factor is eliminated while other factors are retained, resulting in a correction of study model hypotheses. Results of the multi-variable regression analysis indicate that customer’s attitude toward brand in Vietnam is positively affected by 03 factors: celebrity match-up congruence with the brand / product, celebrity trustworthiness, and celebrity expertises. Results also indicate that purchase intention is strongly and positively impacted by customer’s attitude toward brand.

## Conceptual Framework



**Figure 1. Conceptual Framework**  
*Source: Data Analysis Method (2020)*

## RESEARCH METHOD

### Research Approach

This research is qualitative research methodology which is descriptive research to explore the Impact of Celebrity Endorsement on Customer Purchase Intention of Women’s Clothing.. (According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives. Qualitative research is a study used to examine the condition of a natural object, where the researcher is a key instrument.

### Population, Sample and Sampling Technique

Population is the overall subject of research. If one wants to examine all the elements in the research area, the research is a population study or census study. While according to Sugiyono the definition of population is a generalization region consisting of: objects/subjects that have certain qualities and characteristics set by researchers to be studied and then pulled in conclusion (Sugiyono, 2011:55). In order to get the best result, researcher will take 15 informants to be interview. Researcher will take the entire informants that have been bought clothes through celebrities endorsement.

### Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data.

### Operational Definition of Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms. also the operational definition of a variable is the specific way in which it is measured in that research. In this research the main variable is Celebgram Endorsement and Customer Purchase Intention. The indicators are engagement, trustworthy, interest and desire.

**Instrument Testing**

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews and The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

**Data Analysis Method, Validity and Reliability**

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

**RESULT AND DISCUSSION****Result**

This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 15 informants which is informants that has been ever bought clothes through celebrities endorsement.

**Informant 1: Laurina Panda, (19th)**

According to informant 1, she has known instagram for 8 years, lately she is very often on using instagram which is instagram, she said that she know about selebgram endorsement and she has her own favorite celebrity endoresement, she said that she has been buying a woman clothing product through instagram for 10 times and she loves to buying woman clothing. Based on her experiences when she buy woman clothing its when she saw celebgram doing an endoresement and she said they way the celebgram explain is very detail and stimulate her to buy the products especially she can use the celebgram.'s code to get a promotion and discount.

**Informant 2: Ayleen Tania Senduk, (23rd)**

According to informant 2, she said that she has known instagram instgram for 5 years, and she quiet often to buying woman clothing on istagram. She said that she know about celebgram endoresement and she said through seeing celebgram reviews she is very often to buy the product and through the endorsement it influence her purchase intention. Lately she mostly buying woman clothing through online than offline after seeing celebgram doing an endorsement. She said the celebgram endorsement can influencer her purchase buying intention, especially when seeing the celebgram story's on instagram she will easy to get impact from the reviews.

**Informant 3: Nadia Priscilla Veronica Watak, (22nd)**

According to informanr 3, she has known instagram since 2013, she loves to use instagram and she has an experiences of buying woman clothing, and she has her favorite celebgram, and mostly she endep buying the product after seeing the reviews when the celebgram doing an endorsement through instagram, She said that celebgram endorsement can impact the purchase buying intention. Lately she has been buying woman clothing after seeing celebgram endorsement fo 6 to 8 times, and it increase everyday. Based on her experiences the purchase intention will increase when she saw the reviews from the celebgram,the factors that makes her easily to get influence from the celebgram is because the good advertising and the way they reviews is very detail.

**Informant 4: Shania Kartini Kainde, (22nd)**

Informant 4 has known about instagram for quiet long, she played instagram when instagram suddenly booming, and in a month she might buying a product of woman clothing for 4 to times. she also has her favorite celebgram and mostly she bought the product after seeing the celebgram doing endorse on their instgram story or posts. She said that she had been doing a transaction of woman clothing fo 30 times and she has a high interest of buying woman clothing on instagram and she loves seeing the celebgram to do their endorsement. The positive influence of seeing the celebgram reviews she might know the product very detail. Another external factor is the

quality of product, the price, brand, and also the reviews from the celebgram, she said celebgram can really influence her purchase intention and she easily get influenced.

**Informant 5: Kezzia Rattu, (17th)**

Informant 1 has known instagram for 6 years, she has several favorite of celebgram, so far for woman clothing she has been buying a product for 15 times and still active until now. She is one of the customer who often buying woman clothing after seeing celebgram endorsement, and right now she routinely buying woman clothing 2 or 3 times in a month. According to her, celebgram endorsment is very influential, She said that the celebgram greatly influenced the customer's buying interest, She also often buys women's clothes after seeing reviews from celebgram who promote these women's clothes.

**Informant 6: Jessika Tanod, (23rd)**

Informant 6 has known and using Instagram since 7 years ago, Until now, she often shopped on Instagram at least once a month, She also said that she has some of his favorite celebrity to guide her or his role model to buy women's clothes. If calculated, she had shopped about 10 times buying women's clothes with different styles and model. She has a high interest on buying woman clothes through instagram especially when seeing her favorite of celebgram doing an endorsement. She said that celebgram endorsement can impact her buying intention to purchase the products. She said that celebgram endorsement is good to promote the product, they way they gave a reviews of the product can impact her to purchase the woman clothes.

**Informant 7: Abigail Wungow, (23rd)**

Informant 7 has known instagram for 8 years, and hse have a lot experiences shopping through online, On instagram she has her favorite celebgram and she made them as her role model to buy a woman clothes, in a month she mighy buying woman clothes around 5 time and she is a customer who have a high interest on shopping through instagram. Until now she still active using and shopping on instagram after seeing th celebgram doing their reviews. According to her celebgram endorsement can impact the purchase buying intention, by seeing celebgram endorsement she sees the the celebgram trying and gave a good effort to explai and promote about the products..

**Informant 8: Cintami Rattu, (29th)**

Informant 8 has known instagram for 7 years, she actually not one of the custome who often buying online but still in a month she migh spend 1 to 3 times to buy woman clothes. She said that she quiet familiar with celebgram endorsement, she said that she like to buy woman clothes on instagram especially when her favorite celebgram endorsement doing a reviews about the products. But everytime she shop through instagram she always buy the product when she need. Usually after seeing an endorsement from celebgram she will know the products more detail but still she will consider the price, color, model until she chooses her best one.

**Informant 9: Christy Polii, (22nd)**

Informant 9 has known Instagram since 2012 and it has been 8 years she is using instragm. She said that she usually buying woman clothes 2 times in a month and she has her own favorite celebgram endorsement, She said that celebgram endorsement can influence her purchase intention. The way celebgram endorsement influence her purchase intentio is basically because they doing an endorsement and she saw that the promote a good product especially when promote woman clothes and she will know the detail of the product after seeing the reviews.

**Informant 10: Jenifer Pangkey, (27th)**

Informant 10 has known instagram for 4 years, and right now she routine to purchase 1 to 2 times of woman clothes usually . She said that she has a favorite of celebgram endorsement. She has a high interest on purchase product on instagram. She said celebgram endorsement have a significant impact for her purchase intention the way they promote the product easily convince the customer to also buy the product that they have been promoted. The impact of celebgram endorsement is increase her interest to buy the woman clothes especially when they wear and explain very detail. She also said that celebgram endorsement 70% can impact her buying intention.

**Informant 11: Jessica Kanine, (22nd)**

Informant 11 has known instagram since 2014, and it has been 6 years she uses instagram and still active until now, She said that celebgram is a good figure on helping the online shops to sell a product, and cause the celebgram she also can get affected by their reviews. She said last time in the past 3 month she have purchased

woman clothes for 10 times after seeing celebgram doing an endorsement. She also have a high interest to purchase woman clothes because celebgram endorsement. For her all her favorite celebgram always promote and give a very honest review and all the products that comes to her is good and based on her expectation.

**Informant 12: Genia Paat, (18th)**

Informant 12 has known instagram for 5 years, she has been purchase woman clothes for times after seeing celebgram endorsement and now in a month she can purchase 1 to 5 times of woman clothes products. She said that celebgram endorsement has a big influence for her because when seeing the celebgram doing reviews of product it can stimulate her purchase intention very quickly. She said celebgram endorsement 60% can impact her purchase intention to purchase product. She said from celebgram endorsement she can easily find a cheap price of clother with a high quality products, they can shows the product very detail and celebgram shares a very good information about woman fashion.

**Informant 13: Rheinda Nosi, (20th)**

Informant 13 has known instagram for 4 years and she have a lot of experiences of buying through online shopping, she said that she always seeing her favorite celebgram endorsement when she wants to buy a products. But even she rare to buy woman clothes she still seeing celebgram doing an endorsement of woman clothes, she said celebgram teach her to be more selective to choose a products, that is why she trust her favorite celebgram when they doing an endorsement.

**Informant 14: Yemima Rumerung, (23rd)**

Informant 14 has known instagram since 2012, and it has been 8 years she uses instagram and she said if it calculated she had been purchased products so many times. Until now she still acitive to purchase products from intsgaram, at least 2 times in a month. She loves to see the celebgram doing an endorsement because she said that celebgram endorsement has an important role for the purchase intention, htorugh instagram see may found a newest model of fashion. According to her the celebgram endorsement has an important role for the purchase intention, it effect the customer to buy the products..

**Informant 15: Gabriela Rende,( 22nd)**

Informant 15 has known instagram for 6 years, based on her experiences when buying woman clothes on instagram she always see the celebgram reviews to get to know more about the product. Until now, she purchased woman clothes 2 times a month. She said celebgram endorsement 50% influenced her to purchase the products. The supporting factor also celebgram endorsement doing reviews very detail and she can see the product quality, the price, the material and consider to purchase the product, also they offer an affordable price of products. through celebgram endorsement she might know the quality of the products by seeing they explanation through revies.

**Discussion**

Celebgram endorsement: The influences of attractiveness, power, and credibility towards brand image and purchase intention. Celebrity Endorsement is an advertising technique in which marketers use celebrities to promote their products. Shimp stated that celebrity endorsement uses celebrities as advertising stars in the media, ranging from printed media, social media, and television media. In addition, celebrities are chosen because of their famous attributes; including the good looks, courage, talents, elegance, strength, and physical attractiveness that often represent the appeal desired by the brands being advertised. According to Sumarwan, in purchasing products and services or selecting particular brands, celebrities can have a strong influence on customers. Celebrities can be marketing tools for a very important product, and their extraordinary appeal and a significant number of fans can be their advantages; including inner beauty, charisma, and credibility. Meanwhile in conventional media, celebrity endorsement is always aimed at those who are known by many people, such as actresses or actors. The phenomenon of the emergence of these celebrities stems from the uniqueness raised by the Instagram account owners on every photo uploaded, especially those who have attractive appearances. This uniqueness is what later became the attraction of other Instagram users. The more followers they have, the more likes and comments are shown on their photos. Furthermore, the selection of celebrity endorsements is usually based on imaging through a famous

In this research, celebgram endorsement has influence the custoer, based on the explanation celebgram can influence people purchase intention, the benefit of celebgram endorsement, customer can have a reference fo the products they wnat to buy, they can see the woman clothes very detail, and by seeing th celebgram endorsement it can stimulate their purchase intention while seeing the celebgram doing an endorsement on thei instagram account, the purchase intention by the customer comes from celebgram endorsement. Celebgram endorsement has a credibility to impact the customer, based on the informants answer, After arrange theanswer, , it can be seen In terms of Expertise, the celebgram can shares the product knowledge to the customer which it can help the customer to get more atntion to the customer to buy the product. In terms of objectivity, customer can trust the celebgram which means they have trust and strong value for the celebgram especially when they reviews about the product of woman clothes, In terms of trustworthiness most of the customer said that they mostly the purchase intention influence by the celebgram endorsement, they trully believe the celebgram capability on doing th reviews, and they said that the process of they getting influence is because the celebgram shares a very hones review and the product they received based on their expectation, So, in this research, the celebgram endorsement has an important role for the customer. This research focuses on How is the Impact of Celebgram Endorsement on Customer Purchase Intention of Women's Clothing, and based on the customer answer that both celebgram endorsement can influence each others. Purchase Intention is a type of decision making that studies the reasons for buying a particular brand by customers. Saidan defined purchase intention as situation in which customers tend to purchase certain products under certain conditions. In this research the purchase intention of the customer can be influence by the celebgram endorsement, here is the several factor of the celebgram that influence the purchase intention:

- Trusted Celebgram: Most of the informants said that they purchase product because get influenced from the celebgram review.
- Honest Review: They said that the celebgram gives a honest review of the product when they doing an endorsement.
- Benefit: The customer not only get a good product but also product knowledge from the customer, they can be more update on fashion of woman clothes.
- Promotion: They are not only sharing information about the product but also they shares discount, promotion, and other beneficial things.
- Situation: When customer seeing the celebgram doin an endorsement, they will get easy to get be triggered by the reviews and ended up doing a purchase and they put high intention from their reviews.

There are also factor that support the customer to purchase the product, and the factor how the celebgram endorsement impact the customer purchase intention:

- Needs, Customer realized when seeing the celebgram doing an endorsement they will suddenly need the products..
- Curiosity, When seeing th celebgram doing an endorsement the customer has a high curiosity about the products they promote
- Interest: They have a high interest about the product, and it easy to them to purchase the product of woman clothes when already have an interest.
- Trust: Most of the informants said that, they have a feeling of trust to the celebgram when doing endorsement, they trust their brand image, when they promote a produst it can convince them to trust and purchase the products.
- wants: desire to buy the product and have the product.

Mostly the customer get influenced from the celebgram endorsement, the way they speaks, doing reviews and wear the products to convince the customer but also there are several external factor that support which are: Quality of the product, Discount, , affordable price, the material of woman clothes, product knowledge, easy to do the transaction, good items, and other positive influence to impact the customer's purchase intention The important thing to answer the research problem of this research is when the customer already has trust on celebgram endorsement they will naturally and easy to get influence by the celebgram endorsement. The similarity and differences between this research and previous research are, this research is more focusing on celebgram endorsement on influencing the instagram users, and also customer purchase intention of women's clothing, while on the previous research it focusing on another variables but still using purchase intention to measure the problem. After arrange the answees from the informants it can be conclude that the main variable of celebgram

endorsement can highly influence the customer purchase intention on instagram, especially for woman clothing.

## CONCLUSION AND RECOMMENDATION

### Conclusion

To answer the research problem and based on the result and discussion from the previous chapter it can be concluded that:

1. Celebgram endorsement give a significant impact to the customer purchase intention, the celebgram endorsement is one of biggest factor that increase the customer purchase intention, the credibility of celebgram endorsement can influence the customer to purchase the woman clothes on instagram. They said that by seeing the celebgram endorsement it stimulate them to purchase the products. Celebgram endorsement has an important role on influencing customer purchase intention with their credibility.
2. The impact of celebgram endorsement on customer purchase intention also increase the customer intention to purchase the woman clothes, they said that the celebgram endorsement has a high capability to influence customer, they way they explain, the way they doing an endorsement, it really helps the customer to know more about the products, they also explain the product very detail and clear. Celebgram endorsement not only promote a product but they shares about product knowledge, so the customer can consider things before purchase the product.
3. Overall, the customer purchase intention can be influence by the celebgram endorsement, and the supporting factor such as high interest, desire to buy the products, have a high trust to the celebgram, curiosity to have the product, high quality of product, discount promo and other positive factors that increase the customer purchase intention.

### Recommendation

This research has been conducted in order to explore generally about the celebgram endorsement and customer purchase intention. Here are some recommendations and from the result, several recommendations for the owner, for the future researcher and for the future researchers are purposed as follows:

1. For the Celebgram Endorsement: Better to keep maintain and keep improving their quality in order to maintain the customer trust.
2. For the Customer: Better to keep learn about the product knowledge from the Celebgram
3. For the university: hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research.

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