

THE ROLE OF PERCEPTION CELEBRITY ENDORSER AGAINST LIVE-STREAM SHOPPING INTENTIONS SALES OF FISHERY PRODUCTS

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ABSTRACT

The development of people's need for a product occurs in today's modern era. Every organization or company that produces a product and sells it to consumers must do various ways so that the products it sells can attract consumers' interest so that consumers are interested in buying it. This encourages market players to think creatively and market their products. Product marketing that is most often done is to create product advertisements. The attractiveness of the advertisement itself is important. One that is chosen by marketers to increase the attractiveness of advertising is to use a public figure to convey the message of their product advertisement. Marketing in this way is also known as a celebrity endorser. The purpose of this study was to determine the effect of using a celebrity as a messenger for advertising messages on advertising attractiveness and purchase intention. The object of this research is fishery products. The sample for this research was female students at the Islamic University of Lamongan who had purchased fishery products. Data collection techniques were carried out using a questionnaire. The analysis tool used is SPSS. The results of this study indicate that celebrity endorser has a significant positive effect on Live-Stream attractiveness, and Live-Stream attractiveness has a significant positive effect on Shopping Intentions.

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1. INTRODUCTION

Companies in the current era are required to be able to compete in a healthy and competent manner in order to continue to exist and develop and not be left behind by other companies. Companies are required to always think positively and move forward and must take the initiative to make self-improvement and develop the company. That way the company will develop into an advanced company, continue to grow and be successful, one of the efforts made by the company is through advertising. Advertising as a form of mass communication that functions to inform messages to audiences and influence them to take certain actions requires special handling in their creation. Ads using celebrities (celebrity endorsements) can generate more attention to the ad.

With current technological developments, people are very close to social media in everyday life, live streaming activities as a new mode of social trading have made rapid developments. With the growing popularity of live streaming, many sellers on social commerce platforms have adopted live streaming as a tool to improve their sales performance. This has led to the emergence of a new form of social commerce called live streaming shopping, which has increased the performance of many social commerce sellers. live streaming has changed social trading traditions in a number of ways. First, in traditional online shopping, customers can only learn about products through images and text. In contrast, live streaming shopping allows streamers to display products directly, thereby providing customers with more detailed product information (Wongkitrungrueng and Assarut, 2020).

Famous celebrities are a very big consideration to become communicators in an advertisement, with live streaming from celebrities will make it easier for companies to promote their products easily, live streaming content from celebrities is very diverse and some of them are products from fisheries. This research intends to prove whether the use of Celebrity Endorsement as a celebrity endorser in live streaming of fishery products properly by social media users, several social media platforms such as Instagram, Facebook, Twitter, Youtube and TikTok, can influence someone to do Shopping Intentions. Thus, the importance of using celebrities as endorsers through live streaming in an effort to increase shopping interest is interesting to study more deeply.

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2. METHOD

This study uses a quantitative approach. The data collection technique was carried out by distributing questionnaires. This technique is a form of data collection instrument that is very flexible and relatively easy to use. The object of this research is fishery products. The sample of this research was female students of the Islamic University of Lamongan who had purchased fishery products with a total of 96 respondents. Data collection techniques were carried out using a questionnaire.

3. RESULTS AND DISCUSSION

Multiple Linear Regression Test

The technique used to determine the effect of the independent variables, namely expertise or expertise (E), trustworthiness or trust (T), and attractiveness or attractiveness (A) is a multiple linear regression formula. The results of multiple linear regression analysis tests can be seen in the following table

Table 1. Multiple linear regression test results

Variabel	Koefisien Regresi (β)
Konstanta (a)	2,038
Expertise / Keahlian (E)	0,180
Trustworthiness / Kepercayaan (T)	0,223
Attractiveness / Daya Tarik (A)	0,211

From the form of the multiple linear regression equation above, it can be seen that expertise, trustworthiness, and attractiveness have a positive effect on advertising appeal. The above equation can be explained as follows:

a : In the linear regression equation above, it can be concluded that the constant value is 2.038. This means that if the expertise, trustworthiness, and attractiveness variables are zero, then the advertising appeal is 2.038.

b1 : Expertise has a positive effect on advertising appeal of 0.180. This shows that if expertise changes (positive or negative) by one unit, it will result in a change (positive or negative) in advertising appeal of 0.180

b2 : Trustworthiness has a positive effect on advertising appeal of 0.233. This shows that if Trustworthiness changes (positive or negative) by one unit, it will result in a change (positive or negative) in the advertising appeal of 0.233.

b3 : Attractiveness has a positive effect on advertising appeal of 0.211. This shows that if the Attractiveness changes (positive or negative) by one unit, it will result in a change (positive or negative) in the advertising appeal of 0.211.

4. CONCLUSION

Based on the analysis and discussion carried out, conclusions can be drawn. Based on the results of multiple linear regression tests, it can be concluded that the constant value is 2.038. This means that if the expertise, trustworthiness, and attractiveness variables are zero, then the advertising appeal is 2.038. Expertise has a positive effect on advertising appeal of 0.180. This shows that if expertise changes (positive or negative) by one unit, it will result in a change (positive or negative) in the advertising appeal of 0.180. Trustworthiness has a positive effect on advertising appeal of 0.233. This shows that if Trustworthiness changes (positive or negative) by one unit, it will result in a change (positive or negative) in the advertising appeal of 0.233. Attractiveness has a positive effect on advertising appeal of 0.211. This shows that if the Attractiveness changes (positive or negative) by one unit, it will result in a change (positive or negative) in the advertising appeal of 0.211.

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