

ABSTRACT

This study aims to determine how much influence the innovation of products and celebrity endorser on consumer buying interest, either partially or simultaneously in buying interest in Elevenia.co.id shopping online was done to 130 respondents. This study used two independent variables are product innovation and celebrity endorser and the dependent variable is the buying interest. Distribution of questionnaires carried out by sampling nonprobability especially with purposive sampling technique. This study uses a measurement tool PLS Partial Least Square.

The results of this study indicate that the value of product innovation and celebrity endorsers to positively influence on consumer buying interest in online shopping in Elevenia.co.id. The value of R-Square is 43,6% , so it can be concluded that 43,6% variable buying interest can be explained by variable product innovation and celebrity endorser. The weakness of the study and recommendations were presented at the end of this research.

Keywords: Product Innovation, Celebrity Endorser, Buying Interest



ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh inovasi produk dan selebriti endorser terhadap minat beli konsumen, baik secara parsial maupun simultan dalam minat beli belanja online di Elevenia.co.id dengan jumlah sampel 130 responden. Penelitian ini menggunakan dua variabel bebas yaitu inovasi produk dan selebriti endorser dan satu variabel terikat yaitu minat beli. Penyebaran kuisisioner dilakukan dengan nonprobability sampling khususnya dengan teknik purposive sampling. Penelitian ini menggunakan alat ukur PLS Partial Least Square.

Hasil penelitian yang telah didapatkan membuktikan bahwa nilai inovasi produk dan selebriti endorser mempengaruhi secara positif terhadap minat beli konsumen dalam belanja online di Elevenia.co.id. Nilai R-Square adalah 43,6% , jadi dapat disimpulkan bahwa 43,6% variabel minat beli dapat diterangkan oleh variabel inovasi produk dan selebriti endorser. Kelemahan penelitian dan rekomendasi penelitian disajikan pada bagian akhir dalam penelitian ini.

Kata Kunci : Inovasi Produk, Selebriti Endorser, Minat Beli

