

THE INFLUENCE OF TOKOPEDIA'S CELEBRITY ENDORSERS ON BTS PHOTOCARD PURCHASE DECISIONS IN THE ARMY WORLD COMMUNITY

Helen Margaretha¹
Imam Nuraryo²

¹Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: 62180010@student.kwikkiangie.ac.id
²Communication Study Program, Institut Bisnis dan Informatika Kwik Kian Gie, Jakarta, Indonesia 14350. E-mail: imam@kwikkiangie.ac.id

Abstract

In Indonesia, the increasing number of internet users encourages businesses to compete and to take advantage of a website. During the COVID-19 pandemic, online shopping activities through the marketplace/e-commerce can increase rapidly. One of the factors for this increase is the existence of discount and free shipping programs carried out by many marketplaces, including Tokopedia. BTS was appointed by Tokopedia to be its celebrity endorser in 2019. Fans who collect photocards can be said to have consumptive behavior and during a pandemic like this where people's purchasing power should decrease, k-pop fans are willing to pay relatively high prices to still be able to collect their idol photocards. With the appointment of BTS as Tokopedia's celebrity endorser during the COVID-19 pandemic, Researchers want to know how much influence Tokopedia's celebrity endorser has on purchasing decisions for BTS photocards in the Army World Community.

Keywords:

Keywords: Pandemic, COVID-19, Celebrity Endorser, BTS, photocard BTS, purchase decisions.

INTRODUCTION

Humans have undergone various civilizational transitions. We are currently in the information age which is developing very fast. Especially with the emergence of digital media and the internet, this has provided a lot of convenience for the community in carrying out their daily activities. The development of the digital era today has quite an impact not only on the way humans communicate but also on the marketing aspect. In the aspect of communication, its development has been very visible and can be felt. When the telephone was first invented so that people no longer needed to send letters, then when the internet was discovered and developed a lot of other alternative media were created as a means of communicating between one person and another.

In today's era, where digital media is developing very rapidly. There are many ways for marketers to be able to promote the products they sell. In the past, we had to think carefully about where we would open a store because we had to adjust the location to the type of product



being sold and the prospect of potential buyers. However, nowadays with digital media, we can even reach consumers without ever opening a store outlet. Currently, the shopping trend has shifted to the online world by using digital media such as e-commerce/marketplaces. According to Munawar (in Akbar 2020: 1), e-commerce is an activity that involves electronic devices to carry out the process of buying and selling goods or services. By using digital media, many benefits are obtained by companies and consumers.

For example, companies can save on capital expenditures because they don't have to open offline outlets, companies can maximize their targets because the internet can be accessed by anyone and anywhere. With the presence of expedition services that can reach regions at home and abroad, marketers can use expedition services as intermediaries in delivering products to consumers. While the advantage that can be obtained by consumers is time in shopping. Consumers may spend more when going to offline outlets than when shopping. In addition, product prices at offline outlets are often much more expensive than at online outlets. With the many discount programs and free shipping that many e-commerce provide, it will certainly make consumers choose to shop online only.

At the beginning of the COVID-19 pandemic in Indonesia, many activities that used to be easy to do now seem very difficult. For example, all academic activities, such as schools and campuses, are transferred using an online system or school from home (SFH). Many students and students find it difficult but inevitably have to be able to adapt. Likewise with the business sector which at that time turned into work from home (WFH). During the current COVID-19 pandemic, where many people's daily activities are hampered, the use of online shopping through e-commerce/marketplace sees is increasing rapidly. This is supported by data from Kompas.com (2020, accessed on December 31, 2021) which states that 57% of Indonesians conduct online shopping activities during the COVID-19 pandemic.

This online shopping activity can certainly be triggered by various things. During a pandemic like today, we can feel the difference that many marketplaces provide more discount vouchers, free shipping vouchers, and various other forms of promotion as a way to attract more customers during this pandemic. Many marketplaces e-commerce companies seem to know that although now is a difficult time due to the COVID-19 pandemic, which is enough to make many people worry about their health, it is also an opportunity for the marketplace to provide solutions for many people who have difficulty getting the products they want. Without having to leave the house.

According to Prisgunanto (2014: 7), in marketing communications in the digital era, how companies promote their products or services to the target audience is one of the important things to pay attention to. Because how the target audience can be affected and want the product or service offered is the goal of marketing communication itself. In communicating and promoting the brand they have, usually, the company will use an endorser. According to Shimp (2013: 293), companies are willing to pay a high price to be able to use celebrities to promote their brands or products. The influence and good image that celebrities have are expected to also affect the company.

In today's digital era, where there is social media, the dissemination of information can be obtained so freely and openly, that it is very easy for companies to see what is the favorite thing in today's society. With advances in information technology, people today can easily know and enjoy cross-border culture, for example, Korean pop culture which is currently very popular in Indonesia. Therefore, many companies in Indonesia currently use K-Pop artists as endorsers for their company's brands or products. Tokopedia is one of the marketplaces in Indonesia which is currently the most frequently visited by the public on online sites through digital media. The high public interest in the creative industry in South Korea currently makes Tokopedia appoint Bangtan Boys (BTS) as their celebrity endorser. The appointment of BTS as a celebrity endorser is one of Tokopedia's forms of communicating and promoting its brand.

The appointment of BTS as a celebrity endorser by Tokopedia is close to the incident when the COVID-19 pandemic first occurred in 2019. When it was first discovered that BTS was

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collaborating with Tokopedia, this became a lot of discussion in various circles, especially k-Pop fans. The popularity of BTS, which is currently very high worldwide, makes many K-Pop fans in Indonesia feel proud of the success of the domestic marketplace that can collaborate with international celebrities. Bangtan Boys (BTS) is a seven-member music group that is currently global thanks to their extraordinary achievements. Starting from giving speeches at the general assembly of the United Nations (UN), to becoming a UNICEF Goodwill Ambassador, and organizing the 'Love Myself' campaign which is a mental welfare campaign for young people around the world. Celebrities usually have fans who call themselves by certain names. In K-Pop, there is a term fandom which means a collection of fans from a music group. BTS has a fandom called Adorable Representative M.C for Youth (ARMY). Soldiers scattered in various regions around the world will then usually create small communities to make it easier for fellow soldiers to interact. Usually, in these communities, fans can talk about their idol's activities, and discuss how to support their idol, and it's not uncommon for a fan community to take social actions on behalf of their favorite group or group member. Not infrequently also within the community, fans can exchange information about Korean merchandise or become intermediaries for buying and selling Korean merchandise

The positive influence and attractiveness that BTS has had a significant impact on today's young generation. This of course attracts various companies to take BTS as endorsers for their companies. The quality possessed by BTS is of course also a valuable characteristic, because the company will certainly be affected by the positive image and attention that BTS is getting at this time. According to Fresherslive (2021, accessed on December 31, 2021), BTS's fans reach approximately 90 million people around the world as reported by Sragenupdate.com (2021, accessed on December 31, 2021), BTS fans can be said to be cross-age with an age range of 18 to 60 years. However, almost half of BTS fans are teenagers or young adults aged 18-29 years (42.59%). Based on the data obtained, it can be said that BTS fans are dominated by young people.

Young people as 'Generation Z' who were born in the digital era environment where they are very dependent on digital media are the appropriate target audience for Tokopedia which focuses on developing the digital economy. So it's no wonder that Tokopedia in carrying out its promotional strategy uses something that is liked by that generation. Moreover, young people also tend to have consumptive behavior where they tend to make purchasing decisions only based on the things they like or want. Young people often have a consumptive nature or excessive shopping behavior for goods that are not their main needs, Ayuni (2019:60) says that this consumptive behavior will continue as long as their desires are not fulfilled. Often young people have the mindset that they feel they have to buy the latest products so they don't miss the trend of the times.

According to Wahidah (2020:887), Korean fans, or what can be called K-Poppers currently tend to prioritize consumption without a clear essence. Many fans buy a product to fulfill their desire as a fan. A photocard is a paper measuring 8.5 x 5.5 cm printed with a picture of an artist or member of a Korean boy band or girl band. Usually, photocards are included in the Korean album purchase bonus. The photocard description is as follows. Photocards are one of the most sought-after K-Pop merchandise and are collected by fans. Even though the price is relatively expensive, fans don't seem to mind especially if it's a rare photocard, they will compete to get it. Usually, fans collect photocards that match their favorite members in a certain group. Therefore, many fans resell the photocards they get from purchasing Korean albums because they don't match their favorite members.

Photocards can be divided into two types. The first is the original photocard or commonly called the official photocard which is produced directly by a company in Korea. Prices for original photocards are relatively expensive and usually, some special shapes or motifs distinguish them from non-original photocards. Photocards that are not original or commonly referred to as unofficial photocards are photocard that is printed by individuals and usually do not have the same motif or shape as official photocards. However, sometimes it is very similar to

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the original. The difference between official and unofficial photocards is indeed quite difficult to see, especially if you buy them in the marketplace. Price comparisons are usually the most common differentiator, the price of an unofficial BTS photocard can be obtained at a low price, but it is difficult to be sure of the quality of the product that will be obtained later. Not infrequently some sellers sell unofficial photocards at official photocard prices. Of course, this is very detrimental to buyers because the price comparison is very far.

Apart from the COVID-19 pandemic, free shipping, and discount vouchers, the researcher wants to know whether celebrity endorsers of BTS have a significant influence on shopping activities in the marketplace, especially in purchasing decisions for BTS photocards. As it is known that photocards are not a basic need that must be met immediately, especially when this is a pandemic period that has a huge impact on the community's economy and the price of photo cards can be said to be relatively expensive. Based on the description above, the researcher wants to find out whether BTS as a celebrity endorser of Tokopedia affects the buying decisions of fans, especially during the COVID-19 pandemic. For this reason, the researcher wants to conduct research with a quantitative method entitled "The Influence of Tokopedia Celebrity Endorsers on BTS Photocard Purchase Decisions in the Army World Community".

LITERATURE REVIEW

Behaviorism Theory

Behaviorism is a theory that adheres to the flow of psychology which emphasizes changes in behavior caused by stimulus and response. J.B. Watson is the figure who initiated the birth of behaviorism as a formal psychology school in 1913. In this theory, learning is a stage of behavioral change resulting from a person's interaction with the stimulus and response, this behavior change tends to be permanent.

In this theory, individuals are seen as reactive beings who respond to the environment, the behavior will be formed through experience. Telaumbanua (2020: 50) says this theory assumes that learning is a behavior that can be measured, observed, and predicted. The figures in the theory of behaviorism include Bandura, Thorndike, Pavlov, Gagne, and Skinner.

Stimulus and Response Theory

Stimulus-response communication theory is a behavioral and cognitive theory that has developed from psychology and tends to focus its observations on individual humans. This theory describes the communication process between "stimulus" and "response". Because of this theory, communication is considered a manifestation of behavior, thought processes, and "bio-neural" functions of the individual. Mulyana (in Irfani and Putri, 2018:4) said that the Stimulus-Response communication model is the most basic and very simple. The assumption in this theory is that verbal words, non-verbal cues, pictures, and certain actions will stimulate others to respond in a certain way. Implicitly, the assumption in the theory is that the response to be received is predictable.

This communication process can be reciprocal and each effect can change the next act of communication. However, this theory has a weakness in that humans are only considered reaction machines. In this theory, the stimulus given to the individual can be accepted or rejected. If the stimulus is rejected, it means that the stimulus has not been effective enough in influencing individual attention. On the other hand, if the stimulus is received, it means that the stimulus is effective in attracting individual attention

T.E.A.R.S Model

This model was proposed by Terrence A. Shimp (in Lima & Thompson, 2017:24-26) The TEARS model is used in determining the indicators of celebrity endorsers. The explanation of the TEARS model is as follows.



- a. **Trustworthiness:** An idol or celebrity who becomes an endorser of a brand must be able to gain the public's trust through several qualities that are owned apart from an attractive physical appearance, such as self-confidence, and integrity. By gaining public trust, the idol or celebrity has succeeded in making the brand trusted by the audience. So in this case the company must be able to choose an idol or celebrity who has reliable qualities to become a celebrity endorser.
- b. **Expertise:** In this case, the expertise and experience possessed by the idol or celebrity relate to the brand they endorse. However, the most important thing, in this case, is how the intended target audience sees the endorser. Expertise or experience here will be an advantage for endorsers because they will be more persuasive in attracting attention so it will be easier to convince the intended target audience.
- c. **Physical Attractiveness:** Physical attraction here is not only about the appearance of the endorser. Rather, interested in the lifestyle, traits, and even the individual uniqueness of each endorser. Persuasion will occur through identification when the target audience finds what attracts their attention from the endorser.
- d. **Respect:** When an idol or celebrity is liked by the public, usually the brand brought by the idol will be well affected, this tends to increase the equity of the brand.
- e. **Similarity:** Similarity here refers to age, gender, social status and others on celebrity endorsers and target audiences, as shown in the brands they carry.

Celebrity Endorser

Terrence A. Shimp (in Superwiratni, 2018: 100) said that well-known public figures such as film actors, celebrities, and athletes are characters who are often used as endorsers of a brand. Companies are willing to pay a high price for celebrities who are respected and liked by their target audience in the hope that consumer behavior will influence the brand.

This opinion is supported by the opinion of Leslie (in Superwiratni, 2018:101), which says that the positive image of the celebrity endorser can switch to products so that product sales can increase. The use of celebrities as endorsers is quite popular because it can quickly attract the attention of the audience. In a marketing promotion strategy, the use of celebrity endorsers is also important.

Meanwhile, McCracken (in Febrian and Fadly, 2021:208) argues that someone who gets public attention from the various awards he has won in the field he is in then takes advantage of that public attention to the display goods or products to the public. Then the person can be said to be a celebrity endorser.

Purchase Decisions

According to Schiffman and Kanuk (in Nainggolan, 2020: 36), purchasing decisions are when a person's buying decision process is the result of how he chooses between two existing options. So in making a decision one must be faced with several options.

Meanwhile, Kotler and Levy (in Nainggolan, 2020:36) state that consumer purchasing decisions are behaviors shown by decision-making units in the purchase, use and disposal of goods and services. This opinion is similar to David and Albert (in Nainggolan, 2020: 36), that consumer purchasing decisions are the decision-making processes and physical activities that individuals carry out when evaluating, acquiring, using, or disposing of goods and services. The purchase decision according to Kotler and Armstrong (in Priansa, 2017: 479) is a process that consumers experience in buying a product. These processes include:

- a. **Problem Recognition:** If an individual has a problem with a particular thing or need, this is where the decision-making process begins. This problem or need can occur due to external or internal factors such as hunger. At this stage, the first thing that individuals do is look for information about an item or brand, then start evaluating it. In this case, the company needs to research potential customers about what is the problem or perceived need and why it can arise.

- b. Information Search: At this stage an individual begins to search for information about the goods or services he wants, they can do this passively by watching advertisements on TV or by actively visiting store outlets. In addition, there is an internal search in the form of finding a solution through memory, and an external search in the form of the opinion of family or friends. Individuals will buy the goods or services if there is a strong impulse and a satisfying object.
- c. Alternative Evaluation: At this stage, when all the required information has been collected. Then the individual will reflect this information into the individual's beliefs and buying attitudes. This stage is further divided into two stages, namely, setting a purchase goal, and simplifying the choice based on the purchase objective.
- d. Purchase Decision: This is the stage where individuals who have identified their needs, searched for information, and evaluated it will decide whether to make a purchase or not. If there are no other factors that interfere with the determination of the selection, then the actual purchase will occur.
- e. Post-Purchase Evaluation: This stage is the stage when the company pays attention to the level of consumer satisfaction after buying goods or services. If the level of satisfaction is low, it will affect repeat purchases and can affect other potential customers

Figure 1. Kotler and Armstrong Purchase Decision Model



Source: Kotler and Armstrong, 2012

Integrated Marketing Communication

If in conservative marketing communications where digital technology has not developed rapidly as it is now, communication between companies and consumers tends to only occur in one direction. However, in the IMC concept, many companies have made two-way communication and are trying to establish long-term relationships with consumers to increase the brand value of their companies. This statement is supported by a statement according to Duncan (in Priansa, 2017:102), which states that maintaining long-term relationships with consumers so as to increase brand equity is an IMC concept.

Meanwhile, according to Terence A. Shimp (in Priansa, 2017:102), IMC is a communication process that requires planning for various forms of marketing communications such as advertisements, sales promotions, and so on. The behavior of the target audience that is directly affected is the goal of IMC.

Electronic Marketing (E-Marketing)

In the era of digital media as it is today, many marketing activities have shifted to the online world by utilizing the internet. Marketing activities using the internet is called e-marketing. According to Priansa (2017: 306), e-marketing is a marketing strategy with internet-based communication. Meanwhile, Cheng-Ling and Lie (in Priansa, 2017: 306), say that marketing activities and product and service transactions to consumers with media or web pages as intermediaries are e-marketing.

Electronic Word-Of-Mouth (E-WOM)

Advances in information technology and the existence of digital media form a new strategy in marketing, namely, Electronic word of mouth which is an evolutionary form of word

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of mouth. Thureau (in Priansa, 2017:351) says that consumers can make negative or positive statements about a product or company and can be seen through the internet. Meanwhile, Priansa (2017: 351) argues that electronic word-of-mouth is a new phenomenon in marketing communications. However, Gruen (in Priansa, 2017: 351) argues that electronic word-of-mouth is a communication forum for sharing knowledge about a product by consumers who do not know each other.

RESEARCH METHODS

In this study, the object used by the researcher is BTS fans who are members of the Army World Community. In this community, BTS fans, also known as Army, can share news and other things related to BTS. When the researcher determined the Army World Community as the object of research, on February 25, 2022, the members of the Army World Community numbered around 180 people. So it can be said that the population of the Army World Community is 180 people.

This research uses quantitative research with an explanatory survey method. By using the survey method, the questionnaire is the main instrument in collecting the data needed for further research using statistics. Sugiyono (2018:15) states that: "Quantitative research methods can be defined as research methods based on the philosophy of positivism, used to examine certain populations or samples. Data collection techniques use research instruments, data analysis is quantitative/statistical to test predetermined hypotheses." The measurement scale used in this study is the interval scale. This scale is suitable for use in almost all statistical tests, except those based on ratios such as the coefficient of variation.

In quantitative research, there are various variables. The most common are independent variables and dependent variables. Likewise in this study, researchers only used these two types of variables. Independent variables can also be referred to as independent variables. This variable is something that affects the dependent variable. The dependent variable can also be said as the dependent variable. This variable is something that is influenced by the independent variable. In this study, researchers have determined each variable to be studied. The independent variable or independent variable in this study is a celebrity endorser. In addition, the researcher determines the dependent variable or the dependent variable in this study is the purchase decision.

Data collection techniques are carried out to collect primary and secondary data. The primary data in this study is the number of samples that have been previously determined by the researcher. After the researchers determine the object of research, namely the Army World Community. Researchers set the number of samples that will be respondents to this research questionnaire as many as 65 people. This amount is obtained based on calculations using a predetermined formula. Meanwhile, in this study, which is included in the secondary data is the population of Army World Community members as of February 25, 2022, totaling 180 members and the most, dominant percentage of BTS fans aged 18-29 years at 42.59%.

The researcher used a non-probability technique with purposive sampling (purposive sampling) as a sampling technique. According to Sugiyono (2018: 133), in the non-probability technique, each member of the population does not have the same opportunity to be selected as a sample. In the purposive sampling technique, the sample is determined by certain criteria that have been set by the researcher. In this study, the data analysis techniques carried out were as follows.

a. Validity Test

According to Sugiyono (2017: 267), the validity test is data that has a degree of accuracy between what happened and what was conveyed by the researcher. In quantitative research, data that is considered reliable is if the data produced in research with two or more researchers in the same object produces the same data results.

b. Reliability Test

A reliability test is carried out to know the determination of an instrumental variable. Data that has a high level of reliability will provide reliable results.

c. Normality Test

The normality test is one part of the classical assumption test whose purpose is to find out whether the data is normally distributed. A normality test must be done after testing the validity and reliability. The normality test requirement is that the data is valid and reliable. Normal data distribution means it has a good regression model.

d. Simple Linear Regression Analysis

According to Sugiyono (2018: 300), the causal relationship between one independent variable and one dependent variable is the basis of a simple regression test. Regression analysis is carried out to find out how the dependent variable can be predicted through the independent variables individually. Ariyanti (2018:102) said that the purpose of the t-test was to find out the extent of the independent variable's influence on the dependent variable. In this study, we want to know how much influence the celebrity endorser variable has on the purchasing decision variable. Ariyanti (2018:102), also said that the f test is used in regression analysis to determine the effect of the independent variables on the dependent variable simultaneously or it can be said simultaneously.

RESULTS AND DISCUSSION

In the test of the validity of the variable X, no invalid statements were found. Because the value of r count for each statement > the value of r table is 0.361. Then each statement on the variable X can be used for the questionnaire. While in testing the validity of the Y variable, there are two invalid statements, namely the statement (2) The BTS photocard is useful in meeting my needs as a BTS fan and the statement (8) I bought the BTS photocard because I need it. This is because the value of r count < value of r table. Therefore, these two statements were not included in the questionnaire.

The reliability test was carried out using the Cronbach Alpha technique and assisted by the IBM SPSS Statistics 26 program. In the celebrity endorser variable reliability test, it was found that the Cronbach Alpha value was 0.660. This value is greater than the alpha value, which is 0.500. So it can be said that the celebrity endorser variable is reliable. In the reliability test of the purchasing decision variable, it is known that the Cronbach Alpha value is 0.736. This value is also greater than the alpha value, which is 0.500. So it can be said that the purchasing decision variables are reliable.

In the results of the analysis of the respondent's profile, it can be concluded that all respondents are women, the majority of whom are young adults with an age range of 20-24 years. Those who are respondents in this study are ARMY who are members of the Army World Community, know that BTS is a celebrity endorser of Tokopedia, and bought BTS photocards during the COVID-19 pandemic.

In the descriptive analysis, it can be concluded that the celebrity endorser variable, the dimensions of Expertise, Physical Attractiveness, and Similarity are dimensions of celebrity endorser with the highest average value of 4.03. Meanwhile, on the purchasing decision variable, the dimension of the number of purchases has the highest average value of 3.92.

In the normality test, the Kolmogorov-Smirnov technique was used and tested with the help of the IBM SPSS Statistics 26 program. As a result, the Asymp Sig value is known. (2-tailed) of 0.200. This value is greater than the significance value of 0.05 which is used as the basis for making decisions on the normality test in this study. So, it can be said that the data in this study are normally distributed.

In the results of the t-table test, comparing the t-table value with the t-count is the basis for decision making in this study. The t-test on simple linear regression analysis was carried out to prove the hypothesis in this study. As a result, the t-count value of 7.017 is greater than the t-

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table value of 1.999. So, it can be said that in the hypothesis, H_0 is rejected and H_a is accepted. That is, it is proven that there is an influence of BTS as Tokopedia's celebrity endorser on the decision to purchase BTS photocards in the Army World Community.

On the results of the f test, comparing the value of the f table with f arithmetic is the basis for decision making in this study. The f-test on simple linear regression analysis was carried out to find out how much influence the celebrity endorser variable had on the purchasing decision variables simultaneously. As a result, the calculated f value is 49.238, which is greater than the f table value, which is 4.00. then, it can be said that simultaneously the celebrity endorser variable affects the purchasing decision variable. The coefficient of determination (R Square) shows how much influence the celebrity endorser variable has on the purchasing decision variable in the form of a percentage. Based on the test results, the R Square value is 0.439. So, it can be said that the celebrity endorser variable affects the purchasing decision variable by 43.9%.

The results of this study proved to strengthen the theory of behaviorism used in this study. Behaviorism theory is used as a grand theory which the has that assumption that learning is a behavior that can be observed, measured, and predicted. In addition, another assumption of this theory is that learning is a stage of behavior change resulting from a person's interaction with the stimulus and response. The results of this study also strengthen the stimulus stimulus-response which is used as the middle theory in this study. This theory assumes that verbal words, non-verbal cues, pictures, and one person's actions can stimulate others to respond in a certain way.

CONCLUSIONS

Based on the results of the tests and analyzes that have been carried out in the previous chapter, the research entitled "The Influence of Tokopedia Celebrity Endorsers on BTS Photocard Purchase Decisions in the Army World Community" can be concluded as follows.

There is an influence of BTS as Tokopedia's celebrity endorser on the decision to purchase BTS photocards in the Army World Community. This conclusion is based on the results of the t test which t-test to determine the extent of the influence of the independent variables on the dependent variable by proving the hypothesis. In the results of the t test, it ist-test that the calculated t value is greater than the t table value, which means that there is an influence of the independent variable on the dependent variable.

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