

## Strategy of Celebrity Endorser Usage to Increase Sales Performance at Online Shop Hello Friday

Yohanis Kalambo<sup>1</sup>, Biduri Ainani Tajrian<sup>2</sup>, Eva Fauziana<sup>3</sup>  
[kalambo15960@gmail.com](mailto:kalambo15960@gmail.com)<sup>1</sup>, [biduriainani@gmail.com](mailto:biduriainani@gmail.com)<sup>2</sup>, [evafauziana@ibm.ac.id](mailto:evafauziana@ibm.ac.id)<sup>3</sup>  
Fakultas Ekonomi dan Bisnis Universitas Trisakti<sup>1</sup>  
Program Studi Manajemen Institut Bisnis Muhammadiyah Bekasi<sup>2,3</sup>

### ABSTRACT

This study aims to determine and analyze the strategies and criteria of success in using celebrity endorsers to increase sales of accessories at the online shop Hello Friday and the factors that are considered in buying accessories products. The sampling technique was determined using a questionnaire sheet and direct interview guidelines with the Hello Friday online shop owner. The analytical method used is a qualitative research method with a descriptive approach. The results show that a celebrity who is able to communicate well / smoothly and the photos that can attract the attention of consumers are criteria that can influence buyers to buy, the success strategy using celebrity endorsers does attract their attention to be willing to buy accessories products at Hello Friday and the factors that are considered before buying accessories products on Hello Friday, namely: Quality, attractive design, prices that match the quality of the goods.

**Keywords:** online shop and celebrity endorser.

### RESEARCH BACKGROUND

The trend of online shopping is now increasingly propagating through various other social media such as Instagram, Tokopedia, Shopee, Lazada, Buka Lapak and others. In the business world, especially online store owners, take the opportunity by making social media as one of the marketing media. Business actors must be creative in marketing to attract what is the purpose of their business. Business people use social media creatively and innovatively. This is driven by the fact that today's shoppers are more likely to use social media. Therefore, the method that has been applied is one form of their business as a promotional tool, managing, interacting with their customers and also to increase revenue (Wang, et al., 2021).

Social media, which is considered the most effective information delivery tool, makes people use it a lot in their daily activities. There are many ways that business people do in making sales on social media stated by Gupta & Malhotra, (2013), with the help of the internet business people can promote their products / services using advertising. Advertising is a process of communication and promotion that aims to persuade or invite people to take actions that are beneficial to the company such as deciding to buy. In addition, advertising also provides information about products that function to invite or persuade potential buyers of the products offered. It can be known simply, the definition of advertising as a form of non-promotional promotional presentation that requires costs about ideas, goods or services by clear sponsors (Katsikeas, et al., 2020)



Thus, marketers must have a strategy in delivering products / services using advertising, so that their products can be known by many people quickly and on target. Currently, advertising done through social media such as Instagram is a trend in the era of globalization. Using Instagram as a means of selling and advertising is known to be fast and easy to reach potential buyers because Instagram currently has more than 400 million active users. Instagram is a photo-sharing app that allows users to take and upload photos and videos, using digital filters and sharing to various social networking services including Instagram's own via mobile devices such as iOS and Android. With various features owned by Instagram is able to make its users increase every year, especially teenagers and housewives (Eriksson, et al., 2020).

The products advertised also vary from fashion such as accessories, clothing, bags, shoes and others, and no less competitive with other marketed products through an endorsement system. Celebrity endorser is the most popular method in the modern era, using celebrities who have appeal, and high popularity and can be trusted by the wider community also makes the promoted product more known, known and in demand. In using celebrity endorsers (celebrity endorsers) must go through several considerations, including the level of popularity of celebrities with the problem of the chosen celebrity can represent the character of the product being advertised (Hamdali & Melinda, 2021).

In expanding existing market share, business people in the online world who use Instagram social media as an innovation in advertising to promote their products to the wider community. Ads on Instagram social media in general have used celebrities to promote. One of the most interesting and rapidly growing is marketing through endorsements. This endorsement is a form of trade promotion carried out between business actors and an artist who is known to have many fans or followers. Endorsement is also one of the marketing strategies that is effective enough so that someone invites, refers or promotes to others to buy products from business people or requests from business people themselves, by uploading or posting photos of these products on social media. For those who are active in social media, they often find celebrity accounts from other popular accounts that in their posts promote products accompanied by account descriptions or online shop addresses (Hamdali & Melinda, 2021).

This celebrity endorser or celebrity supporter is known to the wider community because it is able to attract customers in their own way. The existence of celebrity endorsers on Instagram in addition to being able to provide information and recommendations, also greatly facilitates Instagram users who have followed one of the celebrities who are endorsers of a product in determining purchase intentions and the best price offers. Another definition explains that endorsers are supporters of advertising or commonly known as advertising stars who support the advertised product. While celebrities are figures (actors, entertainers or athletes) who are known for their achievements in fields different from the products they support (Hadi, 2007).

The rise of online shops that use endorsement services that are able to attract buyers and can increase sales. Hello Friday online shop located in Cakung, East Jakarta, Hello Friday is a local Indonesian brand that has been established since 2010. Hello Friday sells accessories at affordable prices that can be worn for all women of all ages. In marketing its products, Hello Friday uses Instagram social media or celebrity endorser services to increase sales turnover.



This is what motivates researchers to examine more deeply the impact of the success of using celebrity endorsers in increasing sales of accessories on Hello Friday. Based on the background of the problem, the researcher took the title "Strategy for the Success of Using Celebrity Endorsers to Increase Accessories Sales at the 'Hello Friday' Online Shop.

### **Research Focus**

In the focus of the study, researchers only focused on the strategy of successfully using celebrity endorsers to increase sales of accessories on Hello Friday. This is related to the respondents studied only who live in East Jakarta, as well as how celebrity endorsers pose by using the selected accessories to get a positive response from followers who are able to make potential buyers to buy products so that they can affect the increase in sales on Hello Friday.

### **Problems Statements**

Based on the background of the problem above, researchers can know that the main problem in this study is how the success of using celebrity endorsers to increase sales of accessories at the Hello Friday online shop. The subject matter of this problem will be analyzed into several sub-problems, namely:

1. What is the success strategy for using celebrity endorsers to increase sales of accessories at the Hello Friday online shop?
2. What are the selection criteria for celebrity endorsers so as to increase sales of accessories at the Hello Friday online shop?
3. What are the factors considered in buying accessories products at Hello Friday online shop?

## **LITERATURE REVIEW**

### **Online Marketing**

Online marketing or online marketing is an effort to promote a brand using online digital media that can be reached by buyers personally, relevant, and timely using the internet. The internet is a technological invention in the era of globalization in which there is information that greatly benefits all humans around the world which among them share information about the products and services sold (Dawson & Kim, 2009).

The definition of online marketing is a marketing communication activity using internet media. online marketing is an effort by companies to market products and services to create value for customers and build customer relationships through the internet. Brenda Kienan said that online marketing is doing online business whose most obvious form is selling products to buyers online to create, manage and expand commercial relationships online(Katsikeas et al., 2020).

### **Benefits of Online Marketing**

Online marketing is must provide benefits and advantages to buyers and marketers. The advantages obtained by online marketing for buyers are as follows (Hamdali & Melinda, 2021):



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1. Ease of Access

Not only does it provide convenience in accessing a product and service, this marketing also provides convenience for buyers. With more and more shoppers savvy about the internet in everything from shopping and entertainment, it is easy for business people to sell the products and services offered online at their convenience.

2. Comfort

One of the advantages of having this online marketing is convenience. By opening an online business, you can easily access products and services 24 hours a day.

3. Unrestricted access

The advantage in online marketing is access that is not limited by space and time. In the past, it was possible to promote products and services very difficult. Now anytime and anywhere as long as they have internet access then they can easily access it.

4. Interactive and live

Buyers can interact with the seller to find the right information on the product they want, then order directly.

### **Marketing Mix**

Marketing mix is a combination of variables or activities that are the core of marketing, variables that can be controlled by the company that can affect the reaction of buyers or buyers. With that, business people can influence the demand for their products. This tactical planning uses the concept of marketing mix which is a marketing tool that can be controlled and combined by the company to produce the desired response of the target market (Dewi, et al., 2021). The marketing mix is a series of marketing variables that can be mastered by the company and used to achieve goals in the target market. The series of variables or elements are the product element, the price element, the promotion element and the place element. Marketing mix is a collection of controlled tactical marketing tools (product, price, place, and promotion) that a company combines to produce the response it wants in the target market (Hamdali & Melinda, n.d.).

### **Promotion**

Promotion is a type of communication that explains and convinces prospective buyers about goods and services with the aim of gaining attention, educating, reminding and convincing prospective buyers. Promotion is also a series of activities to communicate, provide knowledge and convince people about a product so that they recognize the greatness of the product, buy and use the product, also follow their thoughts and feelings in a form of loyalty to the product. It can be concluded that promotion is a marketing activity carried out to introduce products, disseminate information about products so that buyers have an interest in the product until deciding to buy the item (Philip Kotler, 2000).

### **Pricing**

Pricing is a value expressed in rupiah for exchange / transaction or a sum of money that must be paid by buyers to get goods and services. Meanwhile, according to Kotler and Armstrong (2008: 62), price is the amount of money that must be paid by customers to obtain products. From some experts, it can be concluded that the price is a sum of money that must be paid or given to be exchanged for the desired product. Pricing can affect the increase in the number of sales and profits within the company (Wang et al., 2021).

## Instagram

Instagram is a social media that can access a photo or video plus on Instagram itself has applied a filter that can easily share it to several friends on the social network. Instagram comes from the word "instant" or "insta", as polaroid cameras used to be better known as "instant photos". As for the word "gram" comes from the word "telegram", where the way telegram works is to send information to others quickly. Similarly, Instagram can upload photos using the internet network, so that the information conveyed can be received quickly, so Instagram comes from the word "instant-telegram". Instagram can also provide inspiration for its users and can also increase creativity, because Instagram has features that can make photos more beautiful, more artistic and better (Deru R Indika, 2017).

At this time, there are many ways that business people will do in promoting their products / services to buyers. One way used is that buyers realize that internet technology can make it easier for them to use social media, one of which is trending, namely Instagram. Instagram social media users are interested because Instagram is more suitable for special use for photos and videos to promote their products / services (SA & Pujiyanto, 2021). Promotion using Instagram social media is very creative and varied, using aesthetic photos can attract people's attention to see the Instagram account. The goal of having a good photo is to be able to get the number of followers or positive responses. When someone already has a lot of followers, then of course they have a reputation that can attract the attention or interest of a number of vendors to place ads on their Instagram account.(Arrasyid, 2021),

## Online Shopping

Online shopping is an activity carried out by buyers in buying goods or services through internet social media. Through online shopping, buyers can see in advance the goods or services they want to spend through online media that have been promoted by the seller. Shopping activities through online media do not require face-to-face communication directly, but can be done separately or remotely throughout the world through the media of laptops, computers or cellular phones that have been connected to internet access. The reasons why buyers prefer shopping through online media rather than having to shop offline are (Carnahan, et al., 2010):

1. Easy, because it can be easily done anywhere and anytime by using a mobile phone that has been connected to the internet, then go to the website, Instagram, Shopee or Tokopedia, read the product description, click select the preferred product, click buy, and select a payment method and wait for the item to be delivered at home.
2. Practical, because there is no need to go from store to store or bring baskets or trolleys, there is no need to queue at the cashier. Online shopping can be done anywhere, and anytime with a delivery address to home, office and to a friend's house as a gift.
3. Efficient, the time required becomes efficient because buyers do not have to spend long hours looking for the required products and traffic jams.
4. Cheap, is the reason buyers choose goods through online media. Cheap but does not look cheap because buyers are also entitled to cheaper costs when compared to offline market prices.



5. Modern, with advances in information technology and computers shopping through online is the lifestyle of modern humans today who like convenience, practicality, efficiency, trust owned by buyers. Buyers who use this modern technology are parents, students / students, employees, housewives, and entrepreneurs.
6. Convenient, for this reason of convenience buyers do not need to feel disturbed by the noise in the store. Buyers can buy products in any quantity.

### **Celebrity Endorser**

A celebrity is a figure actor, entertainer or athlete known for his achievements in fields different from the products he supports. Meanwhile, endorsers are supporters of advertising or commonly known as advertising stars who support the advertised product. Celebrity endorser is an advertisement that uses a famous person or public figure in support of an advertisement. Everyone has a favorite celebrity, whatever is used by celebrities really want to be used by their fans, so the products that will be recommended by celebrities will be very easily accepted by the public.

The role conveyed by celebrities in promoting products can affect the increase in sales on a product/service offered on social media. Not only that, celebrities are used because as attributes that exist including attractiveness, talent, beauty and so on. In addition, also explained (Et. al., 2021) that celebrity endorsers are the use of sources as attractive or popular figures in advertising, it is a creative way to convey messages so that the message conveyed can get higher attention and be remembered.

Celebrities who have the ability to be made as persuaders, charmers and can influence their targets are those who have a certain appeal that can influence buyers and are expected to attract buyers' buying interest in making purchases of the products sold. The role of celebrities as advertising models that can be used in an advertisement is as follows (Hasyim, Anindita, et al., 2020):

1. Role (Actor), celebrities are asked to promote products related to the starring role in a particular program.
2. Endorsements, celebrities are asked to promote advertisements personally and in their respective fields.
3. Prove (Testimonial), personally the celebrity uses the product then he can provide evidence about the quality of the advertised product.
4. Spokesperson, celebrities promote a company's products within a certain period of time and their appearance will be associated or represented by them.

### **Types of Endorsers**

The types of endorsers are divided into 3, namely (Huseynov & Amazhanova, 2018):

1. Ordinary people  
Ordinary people are people who do not come from among celebrities or commonly called non-celebrities but use or support a product.
2. Celebrities  
A celebrity is a person or figure (actor, entertainer, singer, or athlete) known to the public in a different field.
3. Experts  
Experts are people whose opinions about a particular product are followed by people who know less about the product.

### **Celebrity Endorser supporting attributes**

In the selection of celebrities that need to be considered in attributes that can represent the product concerned, because the match of the endorser's character to the product is very influential in increasing sales and brand awareness. According to Royan (2004) there are three factors owned by celebrities in attracting buyers, namely attractiveness, trustworthiness, and expertise.

### **Buying Interest**

Buying interest is the stage at which the buyer acts before the buying decision is actually implemented. The difference between actual purchase and purchase interest is that if the actual purchase is the actual purchase made by the buyer, while purchase interest is the intention to make a purchase at a future opportunity. According to Kinnear and Taylor (1995) in Nela Kristiana, buying interest is the degree of respondents' tendency to act before a buying decision is actually implemented. While according to Mehta, buying interest is defined as the tendency of buyers to buy a brand or take actions related to purchases as measured by the level of likelihood of buyers making a purchase (Machogu, et al., 2015).

Buying interest is something personal and related to attitudes, individuals who are interested in an object that will have the strength or drive to carry out a series of behaviors to approach or get the object. It concluded that what is meant by buyer interest is a process of planning the purchase of a product that will be carried out by buyers by considering several things, including many product units needed in a certain period of time, brands and buyer attitudes in consuming the product. Thus, the buyer's buying interest is the desire or tendency that the buyer has to buy the product because there is a possibility that the buyer will buy the product in the future (Zhou, 2011).

Before making a purchase, the buyer begins to collect product information, when the amount of information reaches a certain level, the buyer begins to make an assessment and evaluation, and then makes a purchase decision after comparison and assessment. According to Swastha and Irawan, the factors that influence buying interest are related to emotional feelings, if a person feels happy and satisfied in buying goods or services then it will strengthen the interest in buying, failure usually eliminates interest. No purchase occurs if the buyer is never aware of his needs and wants. Problem recognition occurs when the buyer notices a significant difference between what he has and what he needs. Based on the introduction of the next problem, the buyer searches for or collects as much information as possible about the desired product (Janowski, 2015).

There are two sources of information used when assessing a physical need, namely the individual's perception of the physical appearance and the external source of information such as the perception of other buyers. Furthermore, the information that has been obtained is combined with the information that has been previously owned. All these inputs take the buyer to the stage where he evaluates each option and comes up with the best decision that satisfies him from his own perspective. The next stage lies with the buyer in deciding whether to buy or not to buy the product. Aspects of buying interest include (Kang & Jang, 2019):

1. Attention, with the attention of buyers after seeing celebrity endorser posts, buyers will look for information about the products/services promoted by the celebrity endorser.



2. Interest, after attention, buyer interest will arise about the product/service promoted by the celebrity endorser.
3. Desire, continues with the feeling of wanting or owning a product promoted by the celebrity endorser.
4. So it can be concluded that there are several processes in making a purchase decision, starting from attention first, then interest and the last is the desire to have a product promoted by the celebrity endorser. The successful use of existing celebrity endorsers is expected to change the buyer's thinking about making a purchase.

### Increased Sales

Increasing sales in the company's operational activities is an important element in ensuring the survival of a company in the future. The success obtained by the company is seen from the company's ability to compete with market share. Every company must expect maximum profit or profit. The profit in question is a tool that measures the success of a company. Profitability is the end result of a number of policies and decisions taken by the company (Bican & Brem, 2020).

profitability is the company's ability to generate profits with all the capital working in it. Meanwhile, profitability is describing the company's ability to earn profits through all existing capabilities and resources such as sales activities, cash, capital, number of employees, number of company branches, and others (Halim, 2020). The Hello Friday online shop started using Celebrity endorsers in early 2018. Previously, Hello Friday used a personal model to provide examples of accessories used. The followers of this online shop account are increasing by advertising beautiful models. With an appearance that can attract the attention of online shoppers, this shop uses celebrity endorsers.

### RESEARCH METHODOLOGY

The research using qualitative analysis by interviewing some respondents related to the online shop, and some customers whom frequent repeat buying on the store.

#### Respondent Profile

Respondents in this study are using interview data and questionnaires totaling 43 respondents can be described as follows:

1. Respondents by age  
Shown that the age of 15-25 years is 37 respondents (86%), the age of 25-30 years is 4 respondents (9.3%), 30-40 years is 8 respondents (18.6%). The author can describe that respondents in this study who bought the most Hello Friday products were aged 15-25 years, which was 37 respondents or 86%.
2. Respondents by gender  
Based on respondent data that presents gender criteria, it shows that female gender is 34 respondents (79.1%) and male gender is 9 respondents (20%). The author can describe that the respondents in this study who bought the most were women, namely as many as 34 respondents or 79.1%.
3. Respondents by occupation  
Based on respondent data that presents job criteria, it shows that Students / Students are 17 respondents (39.5%), Employees are 23 respondents (53.5%), civil servants are





1 respondent (2.3%), Others are 3 respondents (7%). The author can describe that the respondents in this study who bought the most were employees, which was 23 respondents or 53.5%.

## DISCUSSIONS AND RESULTS

Together with Hello Friday online shop business owners, the author found that at the beginning of 2019, the market share is booming by using celebrities as an attraction and adding high opportunities if you use the services of celebrity endorsements or promote them on social media, especially Instagram. Monica Novianti as the owner of the Hello Friday online shop business began selling accessories products to celebrity endorsers who have been selected, including Rachel Vennya, Tasya Farasya, Vennya disuryo, and Titan Tyra.

After the author conducts the interview in an internal context or an in-person interview the role conveyed by celebrity endorsers is very influential on those who use it quite well, the owner becomes aware of celebrities who can attract the attention of buyers to buy and there are some ordinary in influencing buyer buying intentions in buying. The way celebrity endorsers to promote accessory products on personal social media accounts is by posing using the accessories provided, then styling by showing these accessories to advertise photos or videos on their respective Instagram feeds.

Hello Friday received appreciation from users who have given a positive response from the photos and videos advertised, to increase followers from Instagram users. Hello Friday has used celebrity endorsers to promote its accessory products which aims to inform the public about online stores on Instagram social media to get an increase in sales every day. The money that must be spent every Hello Friday using the services of celebrity endorsers includes Rp. 2.000.000,- to Rp. 5.000.000,-

The most interesting in this study such as Monica Novianti as the owner of the Hello Friday online shop business said that the criteria possessed by celebrity endorsers include a celebrity who is able to communicate smoothly and interesting photos so that users can be interested in what they promote. Monica Novianti as the owner of the Hello Friday online shop business said that in an effort to serve buyers online properly and correctly is to provide a quick response to buyers who ask about products and immediately provide service to buyers who have made payments so that they can be sent on the same day, from here Hello Friday online accounts can provide convenience to buyers.

Monica Novianti as the owner of the Hello Friday online shop business said the impact of using celebrity endorsers in attracting the attention of buyers is very influential but only every time you use it, in the future it does not last long. The owner tells you safer by using Instagram ads and macro influencers whose followers are not so much but the photos are good and last a long time in increasing sales. The owner also always sees the needs of buyers by always updating goods that are in accordance with their times. What is meant by Instagram ads is one of the advertising activities on Instagram to be able to reach a wider and targeted potential buyers or buyers.

From the interview, the author also distributed questionnaire sheets to regular customers and potential buyers who will buy accessories products on Hello Friday. The answers of the respondents in the questionnaire sheet are as follows:



1. Analysis of the results of questionnaire number 1  
Based on respondents' answer data in questionnaire number 1 in figure 4.4, 24 respondents agreed (55.8%) that celebrity endorsers in marketing accessories products on Hello Friday are beautiful and charming.
2. Analysis of the results of questionnaire number 2  
Based on respondents' answer data in questionnaire number 2 in figure 4.5, 23 respondents agreed (53.5%) that using celebrity endorsers in marketing accessories products on Hello Friday is effective.
3. Analysis of the results of questionnaire number 3  
Based on respondents' answer data in questionnaire number 3 in figure 4.6, it shows 21 respondents agree (48.8%) photos of celebrity endorsers on Hello Friday attract buyers to visit their Instagram social media.
4. Analysis of the results of questionnaire number 4  
Based on respondents' answer data in questionnaire number 4 in figure 4.7 shows 21 respondents agree (48.8%) that buyers always see the reputation of celebrity endorsers in promoting accessories products on Hello Friday.
5. Analysis of the results of questionnaire number 5  
Based on respondents' answer data in questionnaire number 5 in figure 4.8 shows 18 respondents Very (41.9%) that buyers are interested in the honesty of celebrity endorsers in promoting accessories products on Hello Friday.
6. Analysis of the results of questionnaire number 6  
Based on respondents' answer data in questionnaire number 6 in figure 4.9, it shows 18 respondents strongly agree (41.9%) that buyers buy accessories products on Hello Friday because what is promoted always attracts the attention of buyers.
7. Analysis of the results of questionnaire number 7  
Based on respondents' answer data in questionnaire number 7 in figure 4.10, it shows that 21 respondents agree (48.8%) that the prices sold on Hello Friday are in accordance with the buyer's pocket.
8. Analysis of the results of questionnaire number 8  
Based on respondents' answer data in questionnaire Number 8 in figure 4.11, it shows that 26 respondents agree (60.5%) that the prices of accessories products on Hello Friday are in accordance with the quality of the goods.
9. Analysis of the results of questionnaire number 9  
Based on respondents' answer data in questionnaire number 9 in figure 4.12, 21 respondents agreed (48.8%) that Hello Friday accessories products make people confident for daily use.
10. Analysis of the results of questionnaire number 10  
Based on respondents' answer data in questionnaire number 10 in figure 4.13, it shows that 24 respondents agree (55.8%) that accessories products on Hello Friday have good quality.
11. Analysis of the results of questionnaire number 11  
Based on respondents' answer data in questionnaire number 11 in figure 4.14, it shows that 21 respondents agree (48.8%) that accessories products on Hello Friday have beauty value in those who wear them.



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12. Analysis of the results of questionnaire number 12

Based on respondents' answer data in questionnaire number 12 in figure 4.15, it shows that 26 respondents agree (60.5%) that accessories products on Hello Friday are able to compete with other fashion accessories.

13. Analysis of the results of questionnaire number 13

Based on respondents' answer data in questionnaire Number 13 in figure 4.17, it shows that 21 respondents agree (48.8%) that accessories products on Hello Friday are modern and always follow current trends.

14. Analysis of the results of questionnaire number 14

Based on respondents' answer data in questionnaire number 14 in figure 4.17, it shows that 24 respondents agree (55.8%) that buyers are interested in finding information about accessories products used by celebrity endorsers.

15. Analysis of the results of questionnaire number 15

Based on respondents' answer data in questionnaire number 15 in figure 4.18, 21 respondents agreed (48.8%) that buyers will immediately buy accessories products on Hello Friday.

16. Analysis of the results of questionnaire number 16

Based on respondents' answer data in questionnaire number 16 in figure 4.19, 23 respondents agreed (53.5%) that buyers have a desire to buy accessories advertised by celebrity endorsers on Hello Friday.

17. Analysis of the results of questionnaire number 17

Based on respondents' answer data in questionnaire number 17 in figure 4.20, it shows that 25 respondents agree (58.1%) that accessories products on Hello Friday have attractive designs.

18. Analysis of the results of questionnaire number 18

Based on respondents' answer data in questionnaire number 18 in figure 4.21, it shows that 27 respondents agree (62.8%) that buyers are interested in buying accessories products on Hello Friday.

19. Analysis of the results of questionnaire number 19

Based on respondents' answer data in questionnaire number 19 in figure 4.22, it shows 24 respondents agree (55.8%) that buyers are interested in accessories products on Hello Friday because of the variety.

20. Analysis of the results of questionnaire number 20

Based on respondents' answer data in questionnaire number 20 in figure 4.23, it shows that 23 respondents agree (53.5%) that the information submitted by celebrity endorsers is able to attract the attention of buyers.

From the results of the questionnaire distributed to buyers, the respondents' answers showed 23 respondents agreed (53.5%) that using celebrity endorsers in marketing accessories products on Hello Friday was effective and 21 respondents agreed (48.8%) photos of celebrity endorsers on Hello Friday attract you to visit Instagram social media. From the respondents' data, the author suggests that the success strategy in marketing by using celebrity endorsers, 90% of prospective buyers agree with the statement that celebrity endorsers do attract their attention to visit Hello Friday Instagram social media and are willing to buy the product.



**Table 1 Celebrity Endorsed Hello Friday Products**

No	Celebrity Account	Number of Followers	Remarks
1	Rachel Vennya Account: @rachelvennya	4.300.000	She got the 250.112 likes from her followers when endorsing earing products of Hello Friday.
2.	Vennya Adisuryo Account: @vennyadisuryo	135.000	She attracted 3.053 interest from instagram when promoting earing products of Hello Friday.
3.	Tasya Farasya Account: @tasyafarasya	2.900.000	She attracted 371 likes while wearing the most attractive earing products of Hello Friday.
4.	Andrea Gunawan Account: @catwomenizer	236.000	She attracted 2.771 likes while wearing necklace of Hello Friday Products.
5	Enya Blanco Account: @enyabalnco	184.000	She attracted 3.331 likes while wearing necklace and earing of Hello Friday Products.
6	Rachel Goddard Account @rachgoddard	1.100.000	She attracted 3.998 positive likes while wearing earing of Hello Friday products.
7	Cinthia Louis Account: @chintialouis	58,100	She attracted 668 positive online respond while wearing necklace of Hello Friday.
8	Dewi Siska Account @dewisiska	68,800	She attracted 1.512 positive online respond while wearing head band and necklace of Hello Friday Products.
9	Sabrina Account: @sabinaxo_xo	13,300	She attracted 498 positive online respond while wearing earing and necklace of hello Friday products.
10	Cokangel Akun: @cokangel	142.000	She attracted 8.140 positive online respond while wearing head band of Hello Friday products.

Sources from Instagram created by Author (2021)

With the selection of celebrity endorsers, authors see the total followers on their account on their personal Instagram, also by maintaining the ability to promote products and the beauty of photos or videos. Celebrities can include products that are advertised with fashionable clothing and are able to attract other buyers. So, the more followers on Instagram, the higher the percentage of market share gained. With the use of celebrity endorsers, it can have a positive impact, namely the quality of the goods they use can affect the buyer's purchase intention so that it can increase sales

The results of interviews with Hello Friday online shop business owners, the criteria possessed by celebrity endorsers include a celebrity who is able to communicate smoothly and interesting photos so that users can be interested in what they promote. From the results of respondents distributed to buyers, respondents' answers showed 24 respondents agreed (55.8%) that celebrity endorsers in marketing accessories products on Hello Friday are beautiful and charming. From the respondent data, the author stated that the criteria in the selection of celebrity endorsers 90% agree with the statement of prospective buyers, that the criteria they have must have good communication and a beautiful face when taking pictures, in order to attract the attention of buyers who see it.



### Factors Considered In Purchasing The Product

From the buyer's side, the factors considered before buying accessories products on Hello Friday are:

1. quality, according to the answers of buyer respondents that 24 respondents agree (55.8%) that accessories products on Hello Friday have good quality.
2. the value of the item or attractive design, according to the answer of buyer respondents that 25 respondents agree (58.1%) that accessories products on Hello Friday have attractive designs.
3. Price, according to the answer of buyer respondents that 21 respondents agree (48.8%) that the price sold on Hello Friday is in accordance with your pocket and 26 respondents agree (60.5%) that the price on accessories products on Hello Friday is in accordance with the quality of the goods.

### Factors considered in purchasing the product:

From the buyer's side, the factors considered before buying accessories products on Hello Friday are:

1. quality, that the accessories products on Hello Friday have good quality.
2. the value of the item or attractive design, that the accessories products on Hello Friday have attractive designs.
3. Price, that the price on the accessories product on Hello Friday is in accordance with the quality of the item.

**Table 2 Hello Friday Consumers 2019**

Month	Amount in Percentage	Remarks
January	-	-
February	18%	Via endorsement
March	21%	Via Endorsement
April	13%	Via Endorsement
May	61%	Via Endorsement
June	55%	Without Endorsement
July	18%	Via Endorsement
August	14%	Without Endorsement
September	6%	Without Endorsement
October	18%	Via Endorsement
November	3%	Via Endorsement
December	48%	Via Endorsement

Sourced created by Author from research result (2021)

From the table above, the author concludes that celebrity endorsers are an effective way to promote products because the role conveyed is very influential and the criteria in question are photos that can attract the attention of buyers and the factors considered before buying are the availability of goods, quality owned and affordable prices. The success strategy for using Celebrity endorsers used by Hello Friday online shops is very influential which can reach 90% of sales from February to December 2019.



## CONCLUSIONS AND SUGGESTIONS

Based on the Writing done, the Author concludes that:

### **Success strategies on the use of celebrity endorsers**

Celebrity endorsers in promoting accessory products are quite an effective way because the role conveyed by celebrity endorsers is very influential on sales turnover. The strategy of success in marketing using celebrity endorsers is to reach 90% of potential buyers agree with the statement that celebrity endorsers do attract their attention to visit Instagram social media Hello Friday and are willing to buy accessories products on Hello Friday.

### **Kriteria Pemilihan Pada *Celebrity Endorser***

Seorang selebriti yang mampu melakukan komunikasi dengan baik/lancar dan foto-foto yang dapat menarik perhatian para pembeli merupakan kriteria yang dapat mempengaruhi pembeli untuk membeli. kriteria dalam pemilihan *celebrity endorser* adalah mencapai 90% setuju dengan pernyataan bahwa kriteria yang dimiliki *celebrity endorser* dapat berkomunikasi dengan baik dan paras yang cantik serta menawan saat berfoto agar dapat menarik perhatian para pembeli yang melihatnya.

### **Suggestions**

Based on the discussion in the previous chapter, the author concludes that there is an influence of the success strategy of using celebrity endorsers in increasing sales. For this reason, the author provides the following suggestions:

### **Celebrity endorser**

To increase the effectiveness of advertising on products through the services of celebrity endorsers, the selection of celebrity endorsers must be adjusted to the following criteria, including:

1. Gender
2. Age
3. Target consumers
4. Attractive appearance
5. Easy to work with
6. Communicative
7. Use of other applications

In addition to Instagram, the author advises to use other applications that are highly recommended to maximize online sales, namely IG Ads, FB ads and Google ads. In addition to point number 2 above, the author recommends maximizing sales through other applications such as Shopee, Lazada, Tokopedia, Buka Lapak and so on. The author recommends company owners to create discount programs periodically in order to attract potential buyers. The author also advises company owners to provide varied and new products so that they can attract potential buyers.

The author suggests using celebrity endorsements as effectively as possible. And continue to develop and prioritize the quality of products and services provided so that consumers can be interested in the products and services offered. The author hopes that in this writing there are those who continue with almost the same title and other dependent



variables in order to expand the existing discussion and deepen knowledge of the strategy of the success of using celebrity endorsements to increase sales.

For further research suggested to add target sales and compared with sales achievement yearly and comparing pricing with other competitors and using quantitative methods as statistical analysis.

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