

ABSTRACT

The research aimed at analyzing the Instagram endorsement influence towards buying interest of moslem fashion product and finding out how the use of Instagram endorsement in sharia marketing perspective was. There are four indicators of endorser that would be the research variables, i.e. Visibility, Credibility, Attraction, and Power. The method used in the research was quantitative, with descriptive kind of research. The research was tested to the students of EPI UMY by collecting 100 respondents. The data collection was conducted by giving questionnaire using 5 point Likert Scale. The data obtained were then analyzed by using Double Linear Regression Test with SPSS 21. The result of the research showed that partially, only Credibility and Attraction variables that had positive and significant influence towards the buying interest of the students of EPI UMY. Meanwhile, Visibility and Power had less influence. However, simultaneously, Visibility, Credibility, Attraction, and Power had positive and significant influence towards buying interest of the students of EPI UMY with value of coefficient of determination of 0.502 or 50.2%. It meant that Visibility, Credibility, Attraction, and Power could influence the buying interest as much as 50.2%, while the other 49.8% was influenced by other variables that were not included in the research. Besides, from the additional questions to the respondents, the researcher concluded that the use of endorser in marketing the products has not been in accordance with the characteristic of sharia marketing and has not been appropriate with the ethics that became the principles of sharia marketer.

Keywords: *Visibility, Credibility, Attraction, Power, Buy Interest*

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh *endorsement* Instagram terhadap Minat Beli produk *fashion muslim* dan untuk mengetahui bagaimana penggunaan *endorsement* Instagram dalam sudut pandang *syariah marketing*. Ada empat indikator *endorser* yang akan menjadi variabel penelitian, yaitu *Visibility*, *Credibility*, *Attraction* dan *Power*. Metode yang digunakan pada penelitian adalah metode kuantitatif dengan jenis penelian deskriptif. Penelitian ini diujikan kepada Mahasiswa EPI UMY dengan mengambil sebanyak 100 responden. Pengumpulan data dilakukan dengan memberikan kuisioner yang menggunakan Skala likert 5 point. Data yang sudah diperoleh kemudian dianalisis dengan menggunakan Uji Regresi Linier Berganda pada SPSS 21. Hasil penelitian menunjukkan bahwa secara parsial hanya variabel *Credibility* dan *Attraction* yang berpengaruh positif dan signifikan terhadap Minat Beli Mahasiswa EPI UMY. Sedangkan variabel *Visibility* dan *Power* kurang berpengaruh. Namun, secara simultan variabel *Visibility*, *Credibility*, *Attraction* dan *Power* berpengaruh positif dan signifikan terhadap Minat Beli Mahasiswa EPI UMY dengan nilai koefisien determinasi sebesar 0.502 atau 50,2%. Artinya variabel *Visibility*, *Credibility*, *Attraction* dan *Power* mampu memengaruhi Minat Beli sebesar 50.2%, sedangkan 49,8% lainnya dipengaruhi oleh variabel lain yang tidak termasuk dalam penelitian ini. Selain itu, dari hasil pertanyaan tambahan kepada responden, peneliti menyimpulkan bahwa penggunaan *endorser* dalam memasarkan produk belum sesuai dengan karakteristik *syariah marketing* dan belum sesuai etika yang menjadi prinsip-prinsip *syariah marketer*.

Kata kunci : *Visibility*, *Credibility*, *Attraction*, *Power*, *Minat Beli*