

## **ABSTRACT**

*Instagram is a social media application to share pictures which allowed the user to take photos, videos, apply digital filters, and share them to various social network platforms, including Instagram itself. Some of the marketing strategies that can be used in the Instagram platform are using celebrity endorsement, advertising content, and online review. This research is based on a business phenomenon where the risk to advertise using Instagram which is the company has to put a great amount of money, it is harmful to the company because all the effort to advertise through this platform could not make any buying decision. There was a difference in the result, on the previous research where celebrity endorsement, advertising content, and online review on the Instagram platform could increase the buying interest and purchasing decision. But, there is research that explains how celebrity endorsement, advertising content, and online review do not affect consumer's buying interest and purchasing decisions. Based on these problems, this research was conducted to analyze the effect of celebrity endorsement, advertising content, and online review on the buying interest and purchasing decision as intervening variables.*

*The variables which are used in this research are celebrity endorsement, advertising content, and online review as the independent variable, buying interest as the intervening variable, and purchasing decision as the dependent variable. The population which is used in this research is Instagram users in the Central Java area. The sample which is used is Instagram users who purchase products through the online shops on Instagram within the age range of 15-30 years old. The sampling technique which is used is non-probability sampling with 100 respondents. The data are collected from the questionnaire then processed and analyzed using SEM (Structural Equation Modelling) with the AMOS program.*

*The result of this research shows four hypotheses that are submitted could be accepted with significant positive influence. Celebrity endorsement has a positive and significant effect on purchasing decisions. Advertising content and online reviews have a positive and significant effect on buying interest. Purchase intention has a positive and significant effect on purchasing decisions.*

*Keywords: Celebrity endorsement, Advertising Content, Online Reviews, Buying Interest, Purchasing Decision.*