

The Impact of Celebrity Endorsement on Consumer's Purchase Intention

Pengaruh Celebrity Endorsement terhadap Minat Beli Konsumen

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ABSTRACT

Celebrity endorsement is a marketing strategy used by companies that involves celebrities and famous people or intellectuals who use their social status and reputation in society. It helps company to promote the product or service to consumer. They are not just to promote but to educate the consumer as well. It is mean to increase the product awareness. In addition, to that multinational corporations are used celebrity endorsement in their advertisement because of they strongly believed that the celebrities in advertisement have a unique vital such as they could attract and it create more influence on consumer buying behaviour, purchase intention and their brand loyalty. To determine the purpose of this study, data were collected from the total population using questionnaire gform as many as 100 randomly selected respondent in Surakarta residents. Data was collected through a well-developed structured questionnaire. The influence of celebrity endorsements was calculated using the Smart Partisl Least Squares (SmartPLS) tool. The result show that celebrity endorsement attracts consumer attention and the product will get easily recognized because of the artist, especially when the product includes photocard of the artist. Research could be conducted with a larger number of respondents with diverse characteristics.

Keywords: *celebrity endorsement, attractiveness, credibility, K-POP, purchase intention*

ABSTRAK

Celebrity endorsement adalah strategi pemasaran yang digunakan oleh perusahaan yang melibatkan selebriti dan orang-orang terkenal atau intelektual yang menggunakan status sosial dan reputasinya di masyarakat. Ini membantu perusahaan untuk mempromosikan produk atau layanan kepada konsumen. Mereka tidak hanya untuk mempromosikan tetapi untuk mendidik konsumen juga. Hal ini dimaksudkan untuk meningkatkan kesadaran produk. Selain itu, perusahaan multinasional menggunakan dukungan selebriti dalam iklan mereka karena mereka sangat percaya bahwa selebriti dalam iklan memiliki keunikan vital seperti mereka dapat menarik dan menciptakan pengaruh yang lebih besar pada perilaku pembelian konsumen, niat beli dan loyalitas merek mereka. Untuk menentukan tujuan penelitian ini, data dikumpulkan dari total populasi dengan menggunakan kuesioner sebanyak 100 responden yang dipilih secara acak di warga Surakarta. Data dikumpulkan melalui kuesioner terstruktur yang dikembangkan dengan baik. Pengaruh dukungan selebriti dihitung menggunakan alat Smart Partisl Least Squares (SmartPLS). Hasil penelitian menunjukkan bahwa celebrity endorsement menarik perhatian konsumen dan produk akan lebih mudah dikenal karena artisnya, terutama jika produk tersebut menyertakan photocard artis tersebut. Penelitian dapat dilakukan dengan jumlah responden yang lebih besar dengan karakteristik yang beragam.

Kata Kunci: Dukungan Selebriti, Daya Tarik, Kredibilitas, K-POP, Niat Beli

1. Introduction

In the current era of globalization, technology development is occasionally becoming more complex, which has a significant impact on the beauty sector. The development of the beauty industry has also changed from industry 1.0 to industry 4.0, and this has had a significant impact on society in the digital age. Social media is not only a means of existence and self-actualization for fellow users and other communities, but also a means of freedom for

each user to express, express opinions, aspirations, income, comments and criticisms. The emergence of skincare is a sign that women in Indonesia are starting to pay attention to their appearance. Lifestyle changes occur due to environmental demands and also self-awareness in maintaining healthy skin. Competition between products began to occur in the Indonesia market. In addition to increase sales, manufactures hire K-pop celebrity with excellent reputes that captivate consumer. those will lead brand to sign with standout celebrity before the competitors.

The success of the endorser in bringing the audience's attention to a brand will make the brand easy to remember (Solman, & Brown, 2004). The importance of celebrity endorsements is well recognized in the modern world of marketing. Advertising using endorsements has become a major feature in modern marketing. This can be proven by the amount of money invested in celebrity endorsements (Keller, 2008). The popularity of celebrity endorsements has increased because of the many benefits companies from using this form of advertising. Endorsements can help companies attract customers' attention more effectively to communicate the message they want to convey (Erdogan et al., 2001). The use of endorsements could be a valuable investment, because endorsers could bring memories, recognition, and relate directly to consumers/audiences (Choudhary & Sharma, 2015).

The positive experience that consumers feel about a brand can also make a positive contribution to the level of trust and brand loyalty (Şahin et al., 2011). The research also explained that the post-consumption evaluation that proves that consumers believe and are satisfied with a brand in the long term will increase brand loyalty to consumers. In previous studies, brand experience has a significant influence on brand loyalty (Safitriani & Astiti, 2020).

The suitability of the endorser with the advertisement that is starring (suitability) makes the audience have confidence and trust in the message or information conveyed. The information or message conveyed by the endorser must be clear and able to attract consumers, so that consumers can feel the brand experience that will be remembered (Khoiruman, & Wariati, 2020). In connection with this phenomenon, there is an interesting topic to study, namely brand loyalty that grows among consumers of skincare products in student university. Skincare that work with K-pop idol had several tricks to attract customer with Photocard. The Photocard itself is count as limited thing that would aim to buy it.

2. Literature Review

Celebrity endorsement is a marketing strategy used by companies that involves celebrities and famous people or intellectuals who use their social status and reputation in society to attract consumer attention. It helps company to promote the product or service to consumer. They are not just to promote but to educate the consumer as well. It is mean to increase the product awareness. Furthermore, global firms employ celebrity endorsement in their advertisements because they feel that celebrities have a distinct vital such as they can attract and produce greater effect on customer buying behavior, purchase intention, and brand loyalty.

Endorsement could be interpreted as a type of marketing that uses public figures or famous people in marketing campaigns to advertise the products or services by taking advantage of fame and place in society. People who do endorsement commonly referred to as endorser which has the meaning of promoter (Keller, 2013). Endorsement could also be interpreted as an activity involving public figures, artists, athletes, and entertainers who are well-known and successful in their respective fields (Shimp & Andrews, 2013). The use of endorsement is to make it easier for consumers to remember a product. In addition, the visual appeal created by an endorser will target the consumers, so that the company will get brand recognition, brand recall, and brand awareness. Another source also states that endorsement is a service to promote or advertise a product or service through social media. Endorsements

are usually carried out by artists and celebrities (people who have a large number of followers on their social media), or those with great influence to persuade their followers to buy and use published products. Based on the above explanation, the impact of endorsements is a form of marketing communication carried out by a company that involving the famous/influential people in the community to advertise the product or service that will gain an advantage of its fame or image.

In general, endorsement is a form of marketing promotion carried out by business actors with artists / celebrities or social media influencers who have many fans. The use of endorsements as a marketing strategy is quite effective, so that endorser is willing to promote / refer, and invite others to be willing to buy products / services from business actors, artist or celebgram who do endorsements. This is done by posting content on social media in the form of photos, videos, and others that can reflect the products of these business actors (Gumati, 2018).

In this term, endorsements as a promotion is only done by online or e-commerce. So, starting from an open endorsement, notification of terms or rules in the endorsement, agreements with clients and other agreements are only done through online media. The agreement can be made by the business owner to the endorser/celebgram and can also be represented by the management. Based on this, it is known that endorsements are widely used to promote products or services through social media because they are considered easier and more effective. According to Leslie (2011), Endorsements is expected to transfer the image or quality of celebrities to the product and increase sales.

There are aspects that must be considered in using and selecting someone to act as an endorser, which include: Attractiveness is consisting of three things, those are liking, similarity, and familiarity. Apart from the physical appearance of an endorser, attractiveness can also be in the form of traits, lifestyle characteristics, intellectual skills, personality, etc. Two important things that must be present in the attractiveness aspect are the level of personality match that consumers want to have (similarity) and the level of liking in front of the advertising audience (likability).

Credibility is identical with the tendency of someone to believe or trust the endorser. The credibility of the information provider or data source can affect the behaviours, beliefs, attitudes, and opinions of the internalization process. The recipient of the message will trust the information that comes from a trusted message giver. The two components of credibility that need to be observed are as follows:

- Expertise (Expertise / Ability) Expertise refers to the expertise, knowledge, or experience of the endorser or supporter.
- Trustworthiness (Trust) Trust leads to perceived honesty, can be trusted by many people.

The perception of Buying Interest is a desire or interest in purchasing a product or service. Potential consumers are consumers who have expressed an interest in purchasing but have not yet made a purchase and can be referred to as potential buyers. Consumer buying interest is a consumer behavior in which consumers want to choose, use, consume, or even desire a product offered (Kotler, & Kelle, 2015). The definition of buying interest is a behavior that appears in response to objects indicating the consumer's desire to make a purchase (Kotler, & Keller, 2009).

The following factors impact customer purchase interest: The intensity of the other person's negative nature toward the consumer's preferred alternative, as well as the consumer's motivation to comply with the wishes of others, will determine other people's attitudes, and the extent to which other people's attitudes reduce a person's preferred alternative. Unexpected events are the elements that will subsequently be able to affect customers' purchasing attitudes. The consumer's confidence in determining whether or not to purchase an item is reliant on his or her own thoughts. It includes decisions such as brand,

supplier, quantity, time, purchase intention, and payment method (Kotler, & Makens, 2011).

External influences, awareness needs, product introduction, and alternative evaluation are all factors that can generate consumer purchasing interest. Marketing efforts and socio-cultural factors are examples of external influences. The marketing communication mix is the marketing effort in question. The eight categories of marketing communication mix include advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word-of-mouth marketing, and personal selling (Kotler, & Keller) (2016).

3. Research Method

Based on the review of the literature, a research framework is required to develop research hypotheses, the independent variable can be assumed to influence the dependent variable. The researcher can obtain the research framework by doing the following:

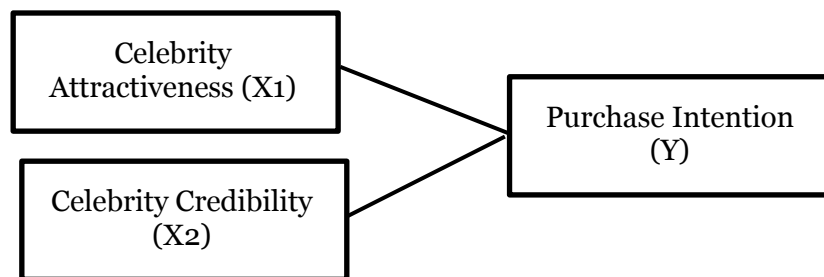


Figure 1. Framework

H1: Celebrity attractiveness has a significant effect toward purchase intention

H2: Celebrity credibility has a significant effect toward purchase intention

The type of research used in this study is descriptive research which use a survey method with a questionnaire tool. Descriptive research is defined as a research method that is used to accurately describe existing phenomena (Atmowardoyo, 2018).

The method use in this research is quantitative approach. The quantitative research method is concerned with the influence of celebrity endorser which is includes x1 trustworthy, x2 credibility and analyzing variables to obtain results. In order to conduct statistical analysis, quantitative research also requires the reduction of phenomena to numerical values (Apuke, 2017).

This study's target population is university students who buy skincare. This is due to the large number of university students in Surakarta City, which is sufficient to represent the respondent in this study. The total number of questions in this study was 15. A sample is a population subset that represents the entire population. It means that the units chosen as a sample from the population must have all of the characteristics of the various types of population units (Shukla, 2020). The sample is a subset of the population that represents the characteristics of the population (Sajjad, 2016). Most studies require sample sizes greater than 30 but less than 500. (Gay & Diehl 1992). As a result, in order to determine the minimum sample size required, the criteria required are skincare buyers who live in Surakarta. In this study, the researcher employs the following how formula:

$$\eta = \frac{Z^2 \times P(1 - P)}{d^2}$$

Information:

- n = number of samples sought
- Z = Z score at 95% confidence = 1,96
- P = maximum estimate
- d = alpha (0,10) / sampling error = 10%

based on the explanation above, the sample in this study as many as 100 respondents.

The criteria for selecting the sample in this study are as follows:

- A. Respondents are Muhammadiyah University students in Surakarta City.
- B. Respondents live in Surakarta city

This research will use primary data. Where primary data is information collected directly from the sources. This information is obtained through surveys, observations, and experiments, and is not processed or modified in any way.

This study's data collection approach was delivered using a Google form questionnaire. This study sends a questionnaire to skincare product customers. Defined questionnaire as a research tool that consist of a series of questions designed to elicit information from respondents. Questionnaires can be viewed as a type of written interview. The research questionnaires are distributed online using a Google form.

Respondents respond to the questionnaire by selecting one of the available scales to indicate their level of acceptance on a statement item from the questionnaire. The scale used to measure is a 1-4 scale ranging from strongly disagree to strongly agree

4. Results and Discussion

Data descriptions are used to identify respondents' demographic characteristics. The number of respondents in this study is as many as 100. The percentage analyses that have been carried out are as follows:

Table 1. Table of Data Demographic

Gender	Frequency	Percent
Male	23	23%
Female	77	77%
Total	100	100%

Based on Figure, gender-based characteristics of respondents indicate that male respondents with a 23%. Whereas female respondents dominate by 77%.

Table 2. Table of Respondents by Age

Age	Frequency	Percent
17 - 19	57	57%
20 - 22	32	32%
23-24	10	10%
>25	1	1%
Total	100	100%

Based on Figure, it can be seen that from the data obtained from 100 respondents, the composition of respondents based on age is dominated by the 17-19-year-old group as much as 57%, and at least the age group >25 years old as much as 1%.

Research Instrument Test

The Structural Equation Model (SEM) with Partial Least Squares analysis is used in this work (PLS). PLS (Partial Least Squares) is a strong analytical tool since it does not require data to be measured on a certain scale, and the number of samples is modest.

A. Outer Model

Validity test

Convergent validity

In this study, the loading factor limit used is based on a value of > 0.7. This is classified by Ghazali and Latan (2015:74) where more than 0.7 for confirmatory research and the loading

factor value in the range between 0.6 - 0.7 is still acceptable for exploratory research

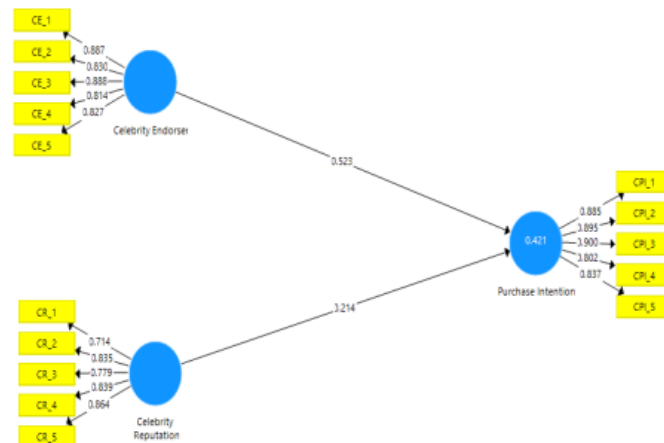


Figure 3. Loading Factor Results on the Calculate Menu PLS Algorithm

Table of Convergent Validity Test Results are as follow:

Table 2. Convergent Validity

Variables	Indicators	Outer Loading	Ket
Celebrity Attractiveness (X1)	CE_1	0.887	Valid
	CE_2	0.830	Valid
	CE_3	0.888	Valid
	CE_4	0.814	Valid
	CE_5	0.827	Valid
Celebrity Credibility (X2)	CR_1	0.714	Valid
	CR_2	0.835	Valid
	CR_3	0.779	Valid
	CR_4	0.839	Valid
	CR_5	0.864	Valid
Purchase Intention (Y)	CPI_1	0.885	Valid
	CPI_2	0.895	Valid
	CPI_3	0.900	Valid
	CPI_4	0.802	Valid
	CPI_5	0.837	Valid

Based on the research findings, all variables with a loading value more than 0.7 are considered to have convergent validity, whereas variables with a loading value less than 0.7 have a low degree of validity. As a result, it can be inferred that all indicators in this study have a loading value more than 0.7, implying that all indicators fulfill convergent validity.

Table 4. Discriminant Validity

Indicators	Average Variant Extracted (AVE)	Ket
Celebrity Attractiveness (X1)	0.722	reliable
Celebrity Credibility (X2)	0.653	reliable
Purchase Intention (Y)	0.748	reliable

If the AVE value is greater than 0.5, discriminant validity is declared valid. According to the table above, the Average Variance Extracted (AVE) value is greater than 0.5, indicating that each variable is valid. (2015) (Ghozali)

Table 5. Composite Reliability and Cronbach's Alpha

Indicators	Cronbach's Alpha	Composite Reliability	Ket
Celebrity Attractiveness (X1)	0.903	0.928	<i>reliable</i>
Celebrity Credibility (X2)	0.868	0.903	<i>reliable</i>
Purchase Intention (Y)	0.916	0.937	<i>reliable</i>

According to the table above, all variables had a construct value greater than 0.7, indicating that the study variables meet the standards for the Cronbach's alpha value, implying that all variables have a high level of reliability.

Furthermore, the construct value of the composite reliability of the three variables is greater than 0.7, as shown in the table above. These findings suggest that all variables satisfied the composite reliability criteria with good reliability.

Table 6. Multicollinearity Test

Collinearity (VIF)	Y	Ket
Celebrity Attractiveness (X1)	1.265	<i>reliable</i>
Celebrity Credibility (X2)	1.265	<i>reliable</i>

The multicollinearity test uses the VIF (Variance Inflation Factor) value of 10, which indicates that the regression model is devoid of multicollinearity. So, it could be concluded that the model does not experience multicollinearity problems.

Inner Model

Table 7. R – Square

	R Square Adjusted
Purchase Intention (M)	0.409

R – Square Adjusted the Purchase Intention variable is 0.409, which means that the Celebrity Endorser and Celebrity Reputation variables have an effect on the Purchase Intention variable of 40.90%, the remaining 59.1% are influenced by variables outside this research model.

Table 8. Goodness of Fit test

	Q Square
Purchase Intention (M)	0.304

Based on the calculation results above, the Q - Square value for the two exogenous variables is 0.304 which is greater than 0 so that the Celebrity Endorser and Celebrity Reputation variables for Purchase Intention have good predictive relevance

Hypothesis testing

In this study, hypothesis testing was done by looking at t statistics and P Value. The t test is used to determine how much influence exogenous variables have on endogenous variables.

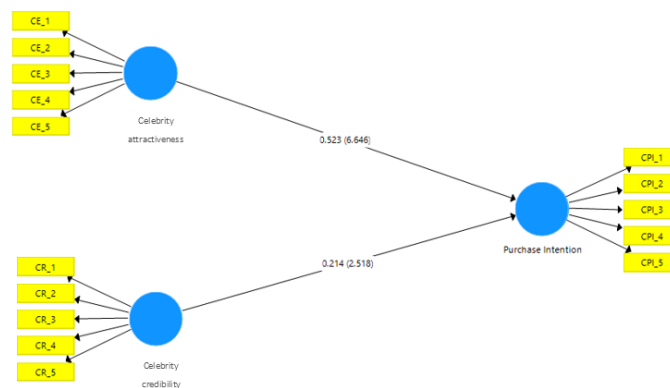


Figure 3. Hypothesis Model

Calculation of the direct effect is carried out using the t test to determine the effect of exogenous variables on endogenous variables partially with the provisions of the hypothesis will accepted if T statistic > T table or P Values < 0.05.

Table 9. Hypothesis Test Statistic

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Ket
Celebrity Attractiveness (X1) -> Purchase Intention (Y)	0.523	0.521	0.079	6,646	0.000	Significant
Celebrity Credibility (X2) -> Purchase Intention (Y)	0.214	0.220	0.085	2,518	0.012	Significant

1. Variable Celebrity Endorse to Purchase Intentions supported by value T-Statistics as big6,646> 1.96 and p-value 0.000 <0.050 and the original sample value proved to be positive.
2. Variable Celebrity Reputation to Purchase Intentions supported by value T-Statistics as big2,518> 1.96 and p-value 0.012 <0.050 and the original sample value proved to be positive.

5. Conclusion

Based on the analysis of the problem formulation, hypotheses, and research results, the following conclusions could be:

- Endorsement has a substantial positive impact on brand loyalty. Celebrities endorsing manufacturers has become a trend for building brands and the organization's image. Celebrity endorsements bring in hundreds of thousands of dollars each year and are highly sought after by marketers looking to promote their products or services. The organization uses the celebrity's characteristics and features to establish an equivalence with the product specialties in order to implant them in the minds of the target consumers.
- Customers' purchase intentions are influenced by the reputation of K-pop celebrities. A product's reputation can influence several factors. Endorses is the product's face. Using celebrities and a well-known reputed or intellectual person's social status and fame in society to involve celebrities and a well-known reputed or intellectual person. It assists the organization in promoting the product, service, or even raising product awareness. Furthermore, multinational corporations use celebrity endorsement in advertisements because it is strongly believed that celebrities in advertisements have a unique vital and create more influence on consumer purchasing behavior, purchase intention, and brand

loyalty. When bad rumors circulate about celebrities, their image will suffer as a result of their own error.

The data collected is the result of questionnaire responses via Google forms. As a result, the author cannot directly handle the completion of answers. Because the questionnaire in this study is closed, each responder will only answer the criteria that have been supplied. This might assist to justify each questionnaire response that does not correspond to the actual circumstance. After the investigation has been done, there is just a restricted reference to specific elements/variables. Researchers will find it easier to assemble the research if all elements/variables have more references.

It is hoped that future researchers will be able to expand on the influence of celebrity endorsement on brand loyalty as mediated by purchase intention using study samples derived from the Surakarta area as well as other areas and cities throughout Indonesia.. To companies or organizations, appoint celebrity endorse with a good reputation and blacklist them if they have committed crime or bring shame to product. And last for to increase generalizability and research results, research should be conducted with a larger number of respondents with diverse characteristics.

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