

THE ROLE OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTIONS WITH BRAND IMAGE AS AN INTERVENING VARIABLE

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Abstract

This study aims to analyze Brand Image as an Intervening Variable on Wardah beauty care product users in Yogyakarta. The independent variable used in this research is Celebrity Endorsement. The dependent used is Purchase Intention and the intervening variable is Brand Image. The population in this study were users of Wardah beauty care products who had purchased Wardah products in Yogyakarta. Based on the purposive sampling method obtained 100 samples of respondents. The type of data used is primary data. The data was obtained by means of the questionnaire distribution method which was distributed directly to respondents who met the required criteria. Furthermore, based on the results of the analysis, it is proven that Brand Image Mediates as a whole (Full Mediating) between Celebrity Endorsement and Purchase Intentions

Keywords: Celebrity Endorsement, Brand Image, Purchase Intention.

Introduction

The Indonesian economy needs to develop the market further in order to use this strength as a shield from the global crisis. With the growing domestic market, it encourages fierce competition between foreign products and local products, but can be an incentive for marketers to promote local products, especially for the cosmetic industry. Seeing the current development of the cosmetic industry which is increasing, along with the saturation of consumers with foreign brands, which is currently starting to improve the quality of local brands, then the pressure of the economic crisis that makes some consumers return to local brands (Tjiptono, 2011). Women's appearance is also something that needs attention by all women, especially women who have sensitive facial skin that requires them to be careful in choosing cosmetics that are suitable for their skin. Various brands of cosmetic products are available in the Indonesian market and there are several kinds of local cosmetic product brands that are currently in demand by consumers.

Various kinds of local brand cosmetics have been adapted to the different skin needs of women because they are produced using ingredients that are mild and safe for the skin. With the increasing interest in local brand cosmetics among young people today, there are opportunities for the domestic cosmetic industry, for example, Wardah cosmetic products which have become

the number one choice of young people today in meeting their needs for beauty. Seeing Wardah's current phenomenal success, such as giving a positive influence to the world of the local brand cosmetic industry. Famous celebrities become a very big consideration to be a communicator in an advertisement, which is commonly referred to as a celebrity endorser (Celebrity Endorsement). In making advertisements, producers must choose who is the Supporter in the advertisement. Nowadays, many producers agree with the tendency that consumers are attracted to certain celebrity figures as supporters so that their behavior can be imitated by consumers.

Problem Formulation

Based on the background of the problem above, the formulation of the problem that can be taken is Do significant effect between Celebrity Endorsement on Purchase Intention? Do Brand Image mediate between Celebrity Endorsement and Purchase Intention?

Research Objectives

The aim of this research is make a test whether there is a significant effect between Celebrity Endorsement on Purchase Intention and Brand Image mediates between Celebrity Endorsement and Purchase Intention.

Benefits of Research

Managerial

This research is expected to provide an overview to cosmetic companies to find out how consumers perceive products and are expected to provide an overview of future planning and strategies.

Academic

With this research, researchers can add insight about the influence of celebrity support on purchase intentions with brand image if the researcher later becomes a marketer or manager. Then this research can be a provision for researchers to become good marketers. Also, it can provide an overview to be used as a reference and to develop further research on event study research.

Literature Review Celebrity Endorsement

Celebrity is someone who has the ability to make other people interested when they see it. The interest that is meant here can also be due to his physical form, skill and fame. Celebrities are also called people who have prominent profiles and have public appeal and everyday influence in the media. Usually implied with great popular appeal, prominent in a particular field and easily recognizable by the general public. Celebrities can be used as a quick tool to represent the targeted market segment (Royan, 2005). Celebrities are people who enjoy recognition by the majority of the public in a particular group. Where attributes such as attractiveness, a luxurious lifestyle or a special skill are just some other examples of common characteristics that usually distinguish celebrities from the general public. The term celebrity itself refers to individuals who are known to the public (actor, sportsman, entertained and others) for their success and achievements in areas that are in accordance with the product endorsed in an advertisement (Friedman and Friedman, 1979 in Hunt, 2000).

Endorsement is a channel of marketing communication where celebrities act as representations of a particular brand and emphasize that the brand represented represents personality, popularity and status in society or expertise in a field. In the brand market with local, regional and international levels, celebrity endorsement is believed to be able to make a difference from one brand to another (Roll, 2006 in Mukerjee, 2009). Endorsment can also be said to be a supporting tool used in advertising for the purpose of marketing a product. Another definition of endorsement is as an icon or a certain figure to deliver a message and or information and demonstrate it in order to promote the product in question. Individu tend to imitate what is done by someone who is considered more than himself. The use of the right celebrity endorsement as a supporter of an advertisement is able to influence and get consumers' attention on the message conveyed in the advertisement. Based on the explanation above, it can be concluded that Celebrity endorsements are people who are involved in the communication of delivering marketing messages for a product, either directly or indirectly to the targeted market segment.

Brand Image

Brand image is an association that is active in memory when someone thinks about a particular brand (Shimp, 2010). Brand image can be interpreted as the perception about the brand that is reflected by the brand association held in the memory of consumers. Brand image consists of consumer knowledge and beliefs about the brand. Consumers who have a positive perception of a brand means that the brand has a strong message compared to competitors' brand messages (Lee, et al, 2011). Another definition of brand image is a set of beliefs about a particular brand (Meenaghan, 1995). While the notion of brand image according to Rangkuti, (2009) is a set of brand associations formed in the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with those brands. According to the American Marketing Association (AMA) in Kotler (1997), a brand is a name, term, sign, symbol, or design or designation or designation of such things intended to provide an identity for goods or services manufactured or provided by a seller or group of sellers. and differentiate it from the goods or services provided by competitors. Based on Study Stanton and Lamarto (1994), a brand is a name, term, symbol, or design of some combination of elements designed to identify the goods or services offered by the seller. Brand Image is a description of consumer associations and beliefs about certain brands. Brand Image itself has a meaning to an image of a product in the minds of consumers in bulk. Everyone will have the same image of a brand (Tjiptono, 2005).

Purchase Intention

Purchase intention can be interpreted as the possibility that consumers will make a purchase of a particular product. In addition, it can also be interpreted as a plan from consumers to make an effort to buy. The customer's willingness to buy has a higher probability, even though the customer may not actually buy it. Purchase intention is determined by the benefits and value perceived by consumers (Wang and Tsai, 2014). Purchase intention can also be interpreted as consumers prefer to buy a product or service because they feel that they need the product or service. (Madahi and Sukati, 2012). Jaafar and Laalp (2013) explain that purchase intention is the use of an effective tool in predicting the buying process. After the consumer decides to buy a product in a particular store based on the impulse because of the intention he has. According to Shah, et al, (2012), states that purchase intention is also determined by the consumer's attitude

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towards the brand of the goods to be purchased (attitude towards brands). In choosing a brand, consumers evaluate by comparing several brands that meet the criteria and are deemed to be able to meet the needs and desires of consumers.

Research Framework

Based on the theoretical basis and previous existing research, a framework of thought can be drawn up in the schema. Based on the research model above, the researcher wants to find out whether Celebrity Endorsement has an influence on Purchase Intention. Then whether Brand Image (Y1) Mediates Celebrity Endorsement and Purchase Intention (Y2).

Hypothesis Development

H1: Celebrity Endorsement has a positive effect on purchase intention

H2: Brand Image Mediates the influence of Celebrity Endorsement and Purchase Intention.

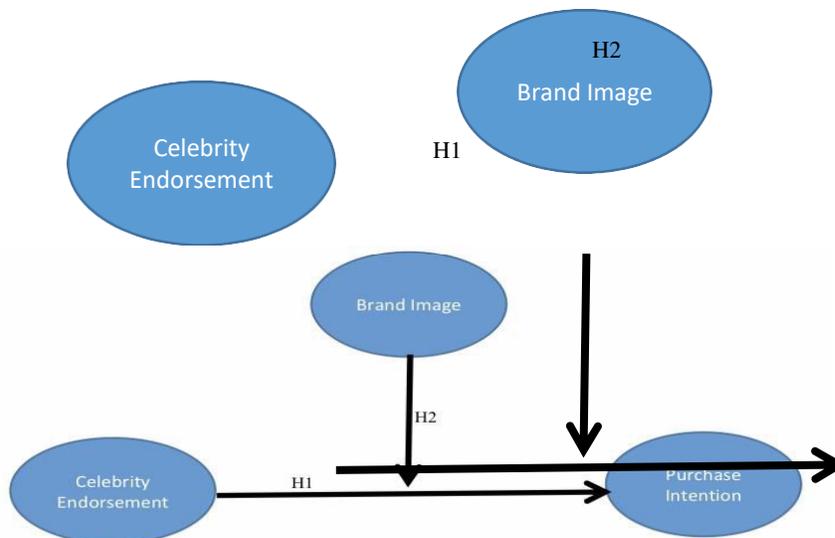
Based on the framework above, the researchers put forward a hypothesis for problem identification and research objectives. The use of credible Celebrity Endorsement has a positive influence on the Brand Image of a product. To create a good brand image, a credible and appropriate celebrity figure is needed as an attraction that matches the character of the product. Companies usually use Celebrity Endorsement as an attraction and represent the product to be advertised. Credibility is a trait possessed by a celebrity that can lead to other people's trust in him for the truth conveyed through advertisements.

H1: Celebrity Endorsement has a significant effect on Purchase Intention.

Brand image is the knowledge and beliefs of consumers about the brand. Brand Image is an association that is active in memory when a person thinks about a particular brand (Shimp, 2010). If a product has a good image in the eyes of consumers, it will add a good impression to the company and will affect purchase intention. So the brand image will greatly affect the Purchase Intention.

H2: Brand Image Mediates the influence of Celebrity Endorsement Purchase intention.

Research Model



Source: Previous Studies
Hypothesis Testing
Multiple Linear Regression Analysis

In this study, it is used to determine how far the influence of the Celebrity Endorsement (X) variable on the Purchase Intention variable (Y1) and to find out how far Brand Image (Y1) mediates between Celebrity Endorsement (X) and Purchase Intention (Y2) on product users. Wardah beauty treatments in Yogyakarta which can be seen in the results of multiple regression calculations with the help of SPSS are arranged in the equation in. Based on the results of the SPSS test, it can be explained as follows:

The direct effect of the Celebrity Endorsement variable on Purchase Intention: $(X \rightarrow Y2)$ with a Beta value of 0.324 where the coefficient is positive, meaning that there is a positive relationship between Celebrity Endorsement (X) and Purchase Intention (Y2), which means in the same direction. If the value of Celebrity Endorsement (X) increases by one unit, the value of Purchase Intention also increases by 0.324. And the t-count value is 2.824 with a significant level of 0.006 where the value is $0.006 < 0.05$, it can be concluded that Celebrity Endorsement has a significant effect on purchase intention. The F test is 7.973 and the F-test significant value is 0.006 when compared to an alpha of 0.05, the value is $0.006 < 0.05$. So it is stated that H_a is accepted and H_o is rejected.

Effect of Celebrity Endorsement variable on Brand Image : $X \rightarrow Y1$ with a Beta value of 0.397 where the coefficient is positive, meaning that there is a positive relationship between Celebrity Endorsement (X) and Brand Image (Y1), which means in the same direction. If the value of Celebrity Endorsement (X) increases by one unit, then the value of Brand Image (Y1) also increases by 0.397. And the t-count value is 3.570 with a significant level of 0.001 where the value is $0.001 < 0.05$, it can be concluded that Celebrity Endorsement has a significant effect on Brand Image. The F test is 12.745 and the significant value of the F test is 0.001 when compared to an alpha of 0.05, the value is $0.001 < 0.05$. So it is stated that H_a is accepted and H_o is rejected.

Effect of Brand Image on Purchase Intention : $Y1 \rightarrow Y2$ with a Beta value of 0.297 where the coefficient is positive, meaning that there is a positive relationship between Brand Image (Y1) and Purchase Intention (Y2), which means one direction. If the value of Brand Image (Y1) increases by one unit, the value of Purchase Intention (Y2) also increases by 0.297. And the t-count value is 2.562 with a significant level of 0.013 where the value is $0.013 < 0.05$, it can be concluded that Brand Image has a significant effect on purchase intention. The F test is 6.565 and the significant value of the F test is 0.013 when compared to an alpha of 0.05, the value is $0.013 < 0.05$. So it is stated that H_a is accepted and H_o is rejected.

Indirect influence between Celebrity Endorsement and Brand Image on Purchase Intention: $X \rightarrow Y1 \rightarrow Y2$ with a Beta value of $(0.245 \times 0.199 = 0.487)$ with a significant value of $(0.052$ and $0.111)$ the coefficient is positive, which means in the same direction, and the t-count value is equal to 1.980 and 1.614 with the F test of 7.973 and the significant value of the F test of 0.007 when compared to an alpha of 0.05, the value of $0.007 < 0.05$. So it is stated that H_a is accepted and H_o is rejected. Based on the four stages above, it can be concluded that the SPSS results show that Brand Image mediates as a whole (full mediating) between Celebrity Endorsement and Purchase Intentions. So it can be concluded from the test results based on the provisions through the four stages above, it can be concluded that the SPSS results show that Brand Image mediates as a whole (full mediating) between Celebrity Endorsement and Purchase Intention

Discussion

Effect of Celebrity Endorsement on Purchase Intention. From the hypothesis test conducted that Celebrity Endorsement has a positive influence on Purchase Intention in using Wardah beauty care products in Yogyakarta. This shows that Celebrity Endorsement determines an Intention to Buy Wardah beauty care products in Yogyakarta. This happens because Celebrity Endorsement can affect the minds of those who see it and make people believe that the advertised product is of high quality. Therefore, Celebrity Endorsement really determines Purchase Intention and has a positive effect on Brand Image. Mediation Effect of Brand Image between Celebrity Endorsement Variables and Purchase Intention. From the hypothesis test conducted that Brand Image mediates as a whole (full mediating) between Celebrity Endorsement Variables and Purchase Intentions on the use of Wardah beauty care products in Yogyakarta. This shows that the presence of a Brand Image and supported by Celebrity Endorsement will greatly determine the impression of a higher Purchase Intention.

Conclusion

From the data analysis that has been carried out in research on the effect of celebrity endorsement on purchase intentions with brand image as an intervening variable. In Wardah beauty care products in Yogyakarta. Where currently most people use endorsement services to promote the products being sold. And with the existence of a brand image and celebrity support, the decision or purchase intention will be higher. Celebrity Endorsement has a positive effect on Brand Image. Brand Image mediates the overall effect (full mediating) between Celebrity Endorsement and Purchase Intentions.

Limitation and Suggestion

The limitations of the research sample are only female users. Based on the validity test, many indicators are wasted questions. It is hoped that further research will not limit the research sample to only one gender, but for all genders, namely male and female, also have more indicators or question items that are more relevant and only lead to researchers so that the validity is more precise.

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