


Analysis Of The Influence Of Celebrity Endorsement On Purchase Intention With Brand Image As A Mediating Variable

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Article Info	ABSTRACT
<p>Keywords: Influence of Celebrity Endorsement Purchase Intention Brand Image</p>	<p>The aim of this research is to analyze and discuss the influence of celebrity attractiveness and credibility on purchase intention with the mediating variable of brand image of Samsung smartphones in the city of Surakarta. This study employs a quantitative approach using questionnaires for data collection. The study requires at least 50 respondents due to its two independent variables, but Chi-Square SEM testing suggests a sample size of 100 to 200 for optimal sensitivity. Therefore, the ideal number of respondents falls within the range of 100 to 200 individuals to meet the criteria. Non-probability sampling is utilized, targeting Samsung smartphone users aged approximately 17-35 in the Solo Raya area. Hypothesis testing and data analysis are carried out using Partial Least Square (PLS) with assistance from the SmartPLS 4 software tool. This study reveals several significant relationships: firstly, celebrity attractiveness has a considerable influence on brand image. Secondly, celebrity credibility also holds significant sway over brand image. Thirdly, brand image significantly affects purchase intention. Fourthly, celebrity attractiveness significantly impacts purchase intention. Fifthly, celebrity credibility positively affects purchase intention. Sixthly, attractiveness has a positive effect on purchase intention mediated by brand image. Seventhly, credibility similarly has a positive influence on purchase intention mediated by brand image.</p>
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INTRODUCTION

The development of the smartphone industry in Indonesia has presented consumers with a multitude of smartphone products available in the market. The abundance of products with various features makes consumers more discerning in making purchasing decisions. One of the developments in the smartphone industry is attributed to the increase in smartphone industry sales in 2023. Smartphones have become a necessity for people from various walks of life. They serve daily needs, such as communication, entertainment, photography, data storage, and more. The smartphone market in Indonesia experienced a decline for the eighth consecutive quarter in the second quarter of 2023, despite seasonal growth of 13.8% quarter-on-quarter. The entry-level segment helped narrow the year-over-year (YoY) decline

to single digits, while the market share of 4G smartphones rose back to 86%. However, 5G smartphones experienced a 4.3% YoY decline for the first time since their introduction in 2020. Higher-priced phones in the >US\$600 segment grew by 71% YoY due to competition between Samsung and Apple. The adoption of 5G phones remains slow due to connectivity limitations and a lack of appeal to new consumers. This has led telecommunication operators to be cautious in their 5G investments, considering factors such as cost and overall return on investment (IDC, 2023).

One of the companies in the smartphone industry is Samsung, founded in 1969. Samsung Electronics has continued to innovate its electronic products until now. From 1998 to 2007, Samsung was one of the top three electronics companies in the world, leading the transition to the digital era. Samsung has a vision of "Together for tomorrow," which means together for the future. As per (Tjiptono, 2018) sales promotion can serve as an efficient tool not only for establishing a lasting perception of a product or company but also for stimulating immediate purchases. In simpler terms, sales promotion plays a part in forming a brand's image, which can subsequently impact consumer purchasing intentions toward the brand. To boost Samsung product sales, the company collaborates with celebrity endorsements to help market its products (Priyankara et al., 2017). Many companies use up-and-coming celebrities to advertise their products. In the short term, employing trending celebrities can boost sales. Celebrity endorsement involves using famous personalities to support an advertisement through various media such as print, social media, and television. The purpose of celebrity endorsement is to endorse a product and influence consumers to purchase it. Additionally, consumer interest in a product is influenced by the product itself. Companies must strive to maintain consumer purchase intention to ensure that they are interested in buying the products sold by the company. Prospective consumers will purchase the product for several reasons, including the brand image of the product. The perception of a brand formed from information and past experiences with the brand is referred to as brand image (Shimp, 2009). A positive consumer perception of a brand makes it more likely for them to make a purchase (Susanto et al., 2022).

However, using endorsers also incurs significant costs, so marketers or companies must be careful in selecting celebrities to advertise their products effectively in the market later on. Utilizing celebrities as the face of a product through Celebrity Endorsement is an advertising strategy aimed at increasing consumer purchase intention. The chosen celebrity should be able to represent the characteristics of the advertised product (Alatas & Tabrani, 2018). It's indeed not easy to directly increase Purchase Intention among consumers. Because each targeted consumer goes through stages until they reach the point of deciding which product to choose and purchase. The AIDDA concept (Attention, Interest, Desire, Decision, and Action) can explain this, aiming to enhance Purchase Intention among consumers. Purchase Intention reflects a consumer's plan to purchase a certain brand of products. It can also be influenced by social factors such as culture, family, social status, and reference groups (Tjiptono, 2018). According to (Hsiang-Ming et al., 2011), brand image refers to what consumers think and feel when they hear or see a brand name.

The analysis of findings from previous studies on the Analysis Of The Influence Of Celebrity Endorsement On Purchase Intention With Brand Image As A Mediating Variable indicates several significant points by (Wijaya & Sugiharto, 2015) stating that a significant relationship between dimensions (strength and attractiveness) has a positive correlation with brand image. Brand image impacts purchase intention, meaning that a good product and brand will tend to lead to repurchase intentions. Purchase intention is the plan to buy something in the future for use. However, there is an emotional process at work where consumers' perceptions of a product are indeed necessary (Rachbini, 2018). The study by (Megayani & Marlina, 2019) the results indicate that celebrity endorsement does not significantly affect purchase intention, brand image significantly influences purchase intention, and celebrity endorsement significantly affects brand image. The use of celebrity endorsement has a positive influence on brand image, as evidenced by (Adiba et al., 2020), who concluded that celebrity endorsement positively affects brand image.

The research findings indicate that using celebrities as endorsers has a positive impact on consumers' purchase intention. Celebrities with high credibility are able to effectively promote products, enhance brand credibility, and ultimately influence purchase intention. Therefore, it is recommended for companies to consider utilizing celebrity endorsers with both attractiveness and strong credibility to boost sales. Future research could expand the sample size and explore additional variables for deeper insights (Alatas & Tabrani, 2018). The research by (Megayani & Marlina, 2019) concludes that Celebrity Endorsement does not have a significant influence on Purchase Intention, whereas Brand Image is found to have a significant impact on Purchase Intention. Additionally, Celebrity Endorsement also has a significant influence on Brand Image. This research explores the influence of celebrity endorsement on the purchase intention of Samsung smartphones in Indonesia, considering brand image as a mediator. It fills a gap in the literature and provides insights into the dynamics of the Indonesian smartphone market. The aim of this research is to analyze and discuss the influence of celebrity attractiveness and credibility on purchase intention with the mediating variable of brand image of Samsung smartphones in the city of Surakarta.

METHODS

This research employs a quantitative approach utilizing a questionnaire as the data collection technique. The target population in this study is users of Samsung smartphones in Soloraya. The research consists of two independent variables that require a minimum of $25 \times 2 = 50$ respondents, with Chi-Square SEM testing being highly sensitive to adequate sample size, recommending a minimum of 100 samples and a maximum of 200 samples. Therefore, to meet the recommended criteria, the optimal number of respondents falls within the range of 100 to 200 individuals. The sampling technique used for sample collection is non-probability sampling. This technique is chosen based on specific criteria of respondents: Samsung smartphone users, aged approximately 17-35 years old, and residing in the Solo Raya area.

Data collection method used in this study involves distributing questionnaires via Google Form. The questionnaire utilized is closed-ended as respondents only answer questions with provided options. These questionnaires are distributed to consumers using

Samsung smartphone applications residing in the Soloraya area. The research instrument utilized in this study is a questionnaire, containing written questions used to gather information from respondents. Data collection technique is carried out by distributing questionnaires through Google Form. The questionnaire is a data collection technique where several written questions are presented to respondents to answer. In this study, Likert scale is used as part of the research instrument. Likert scale is employed to measure the attitudes, opinions, and perspectives of individuals or groups regarding the social phenomenon under investigation. Respondents' answers are scored based on the provided options, namely: Strongly Agree (SA) with a score of 5, Agree (A) with a score of 4, Neutral (N) with a score of 3, Disagree (D) with a score of 2, and Strongly Disagree (SD) with a score of 1.

Data analysis in this research employs a descriptive quantitative approach with statistical calculation techniques. To test hypotheses and analyze data, the Partial Least Square (PLS) method is used with the assistance of SmartPLS 4 software. In this study, the Partial Least Square (PLS) method is utilized. PLS is a robust data analysis method often referred to as soft modeling because it does not assume OLS (Ordinary Least Square) regression, multivariate normal distribution, and the absence of multicollinearity problems among exogenous variables. PLS aims to assist research in obtaining latent variable values for predictive purposes. The measurement model demonstrates how manifest or observed variables represent latent variables to be measured. Several analyses of the measurement model can be seen from convergent validity, discriminant validity, reliability, and multicollinearity tests. The structural model is used to measure the strength of estimation between variables or constructs. The measurement of the structural model aims to determine the influence between variables in the model. R-square (R²) test and goodness of fit test are used to evaluate the overall performance of the model. Hypothesis testing is conducted to determine whether independent variables significantly influence dependent variables. The path coefficient analysis method is used to estimate causality relationships between variables based on established theories. This study uses a 95% confidence level with a significance level of $\alpha=0.05$ to assess the significance of the relationship between variables. Thus, this data analysis is expected to provide a deeper understanding of the relationships between variables and latent variables that influence the social phenomenon under investigation.

RESULTS AND DISCUSSION

Respondent Description

Respondent description is an explanation of the background or characteristics possessed by respondents, encompassing several pieces of information related to the respondents. In this study, each respondent has different characteristics to influence the decision-making process of purchasing products, including gender, age, and city of residence. The results of the questionnaire distribution are as follows:

Table 1. Respondent Characteristics Based on Gender

Category	Number	Percentage
Male	64	51,2%
Female	61	48,8%

Category	Number	Percentage
	125	100%

Source: Processed Primary Data (2024).

Based on the data in Table 1. above, it is shown that the number of respondents who filled out the questionnaire is dominated by females, totaling 64 people with a percentage of 51.2%, while males number 61 people with a percentage of 48.8%.

Respondent Characteristics Based on Age

Table 2. Respondent Characteristics Based on Age

Category	Number	Percentage
17-25 years old	68	54.4%
25-35 years old	51	40.8%
>35 years old	6	4.8%
	125	100%

Source: Processed Primary Data (2024)

Based on the results of Table 2. respondent characteristics based on age have different age categories. In the age category of 17-25 years old, there are 68 people with a percentage of 54.4%, 51 people in the age category of 25-35 years old with a percentage of 40.8%, and 6 people in the age category of over 35 years old with a percentage of 4.8%.

Table 3. Respondent Characteristics Based on Residence

Category	Number	Percentage
Surakarta	25	20%
Sukoharjo	18	14.4%
Klaten	24	19.2%
Boyolali	24	19.2%
Karanganyar	18	14.4%
Sragen	16	12.8%
	125	100%

Source: Processed Primary Data (2024)

Based on Table 3, the characteristics of respondents are dominated by those residing in Surakarta, totaling 25 people with a percentage of 20%. In Klaten, there are 24 people with a percentage of 19.2%, in Boyolali also 24 people with a percentage of 19.2%, in Sukoharjo 18 people with a percentage of 14.4%, in Karanganyar 18 people with a percentage of 14.4%, and in Sragen 16 people with a percentage of 12.8%.

Preliminary analysis of PLS-SEM

The measurement model (outer model) is conducted to ensure that the instruments, as measurement tools, are used to determine the specifications of the relationship between variables and their indicators. The testing includes several examinations, including validity, reliability, and multicollinearity tests. The following are the results of the outer model:

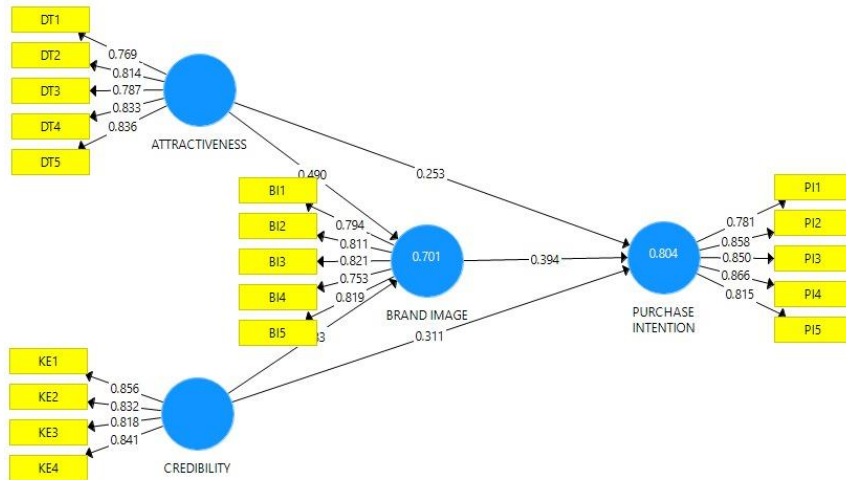


Figure 3. Outer Model Results

Source: Processed Primary Data (2024)

Multicollinearity testing is an examination to determine whether correlations exist between independent variables or predictor variables. The criterion for multicollinearity testing is that the values of the variance inflation factor (VIF) should be <10. The results of the multicollinearity testing in this study can be seen in the following table:

Table 4. Variance Inflation Factor

	Brand Image	Purchase Intention
Attraction	3.377	4.182
Credibility	3.377	3.867
Brand Image	-	3.349
Purchase Intention	-	-

Source: Processed Primary Data (2024)

Based on the table, it can be observed that the VIF values are <10. The VIF values for the Attraction variable with Brand Image is 3.377 and with Purchase Intention is 4.182. The VIF values for the Credibility variable with Brand Image is 3.377 and with Purchase Intention is 3.867. The VIF value for the Brand Image variable with Purchase Intention is 3.349. Therefore, it can be concluded that each variable in this study is free from multicollinearity or can be considered non-multicollinearity.

The inner model (structural model) is used to measure the strength of estimation between variables or constructs. This testing includes analysis of coefficient determination (R²), model fit (goodness of fit), effect size (f²), and hypothesis testing. The results of the inner model analysis conducted in this study through bootstrapping are as follows:

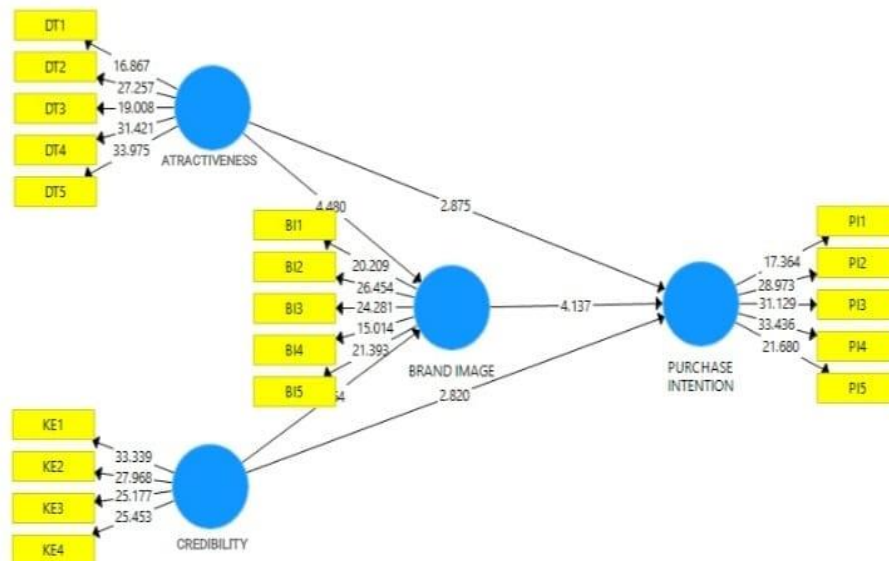


Figure 4. Inner Model

Source: Processed Primary Data (2024)

Coefficient determination (R²) is conducted to measure how much the model's ability to explain the variation in the dependent variable. The classification of correlation coefficients is as follows: 0 (no correlation), 0-0.49 (weak correlation), 0.50 (moderate correlation), 0.51-0.99 (strong correlation), and 1.00 (perfect correlation). The results of the R² testing in this study can be seen in the following table:

Table 5. R² Analysis

Variable	R Square	R Square Adjusted
Brand Image	0.701	0.696
Purchase Intention	0.804	0.799

Source: Processed Primary Data (2024)

Based on the table, it can be observed that the R² value obtained for the Brand Image variable is 0.701 (70.1%), indicating that the contribution produced by the attractiveness and credibility model to the brand image in explaining the factors causing brand image is 70.1%. Therefore, there are still 29.9% other independent variables that remain undisclosed in this study. Then, the R² value obtained for Purchase Intention is 0.804 (80.4%), meaning that the contribution produced by the attractiveness and credibility model to the purchase intention is 80.4%, leaving 19.6% other independent variables undisclosed in this study. Thus, the model in this study of Brand Image and Purchase Intention has a strong contribution.

The goodness of fit test is a measurement of the appropriateness of the sample regression function in estimating the actual values statistically. According to Ghazali (2018), the Q² analysis results can be considered good if Q² > 0.05. The results of the Q² testing in this study are as follows:

Table 6. Q2 Analysis

Variable	Model	Value
Brand Image	$Q^2 (=1-SSE/SSO)$	0.440
Purchase Intention	$Q^2 (=1-SSE/SSO)$	0.550

Source: Processed Primary Data (2024)

Based on the table above, it can be observed that the Q^2 value for Purchase Intention is 0.550, indicating that the Q^2 value > 0.05 . Meanwhile, the Q^2 value for Brand Image is 0.440, indicating that the Q^2 value > 0.05 . Thus, the goodness of fit model in this study is considered good.

Hypothesis Testing

Hypothesis testing is a method used to determine whether independent variables will have a significant effect on the dependent variable. Path coefficient is conducted to determine whether there is a direct or indirect effect, which can be known through the t-statistic and p-value via bootstrapping testing. If the p-value < 0.05 , it indicates a direct or indirect effect, while if the p-value > 0.05 , it indicates no direct or indirect effect. The results of the path coefficient testing in this study can be seen in the following table:

Table 7. Path Coefficient Analysis

	Original Sample (O)	Sample Mean (M)	Standart Deviation (STDEV)	T Statistic ((O/STDEV))	P Value
Attraction -> Brand Image	0,490	0,490	0,109	4,480	0,000
Attraction -> Purchase Intention	0,253	0,249	0,088	2,876	0,004
Credibility -> Brand Image	0,383	0,383	0,110	3,464	0,001
Credibility -> Purchase Intention	0,311	0,322	0,110	2,820	0,005
Brand Image-> Purchase Intention	0,394	0,386	0,095	4,137	0.000

Source: Processed Primary Data (2024)

Based on the table, it can be observed that the t-statistic value of the effect of Attraction on Brand Image is 4.480 and the p-value < 0.05 is 0.000. Therefore, it can be concluded that Brand Image significantly affects Purchase Intention. Thus, the first hypothesis (H1) stating that Brand Image (Z) significantly affects Purchase Intention (Y) is supported. The research findings indicate that attractiveness significantly affects brand image.

The t-statistic value of the effect of Credibility on Brand Image is 3.464 and the p-value < 0.05 is 0.001. Therefore, it can be concluded that Credibility has a positive and significant effect on Brand Image. Thus, the second hypothesis (H2) stating that Credibility (X2) significantly affects Brand Image (Z) is supported.

The t-statistic value of the effect of Brand Image on Purchase Intention is 4.137 and the p-value < 0.05 is 0.000. Therefore, it can be concluded that Brand Image significantly affects Purchase Intention. Thus, the third hypothesis (H3) stating that Brand Image (Z) significantly affects Purchase Intention (Y) is supported.

The t-statistic value of the effect of Attraction on Purchase Intention is 2.876 and the p-value < 0.05 is 0.004. Therefore, it can be concluded that Attraction significantly affects Purchase Intention. Thus, the fourth hypothesis (H4) stating that Attraction (X1) significantly affects Purchase Intention (Y) is supported.

The t-statistic value of the effect of Credibility on Purchase Intention is 2.820 and the p-value < 0.05 is 0.005. Therefore, it can be concluded that Credibility has a positive and significant effect on Purchase Intention. Thus, the fifth hypothesis (H5) stating that Credibility (X2) significantly affects Purchase Intention (Z) is supported.

Indirect effect is conducted to test the hypothesis of the indirect influence of an exogenous variable on the endogenous variable mediated by a mediator variable. If the p-value < 0.05 (5%), then it is considered significant, meaning that the mediator variable mediates the influence of an exogenous variable on the endogenous variable. The results of the indirect effect testing in this study can be seen in the following table:

Table 8. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic ((O/STDEV))	P Value
Attraction -> Brand Image -> Purchase Intention	0,193	0,188	0,062	3.128	0,002
Credibility -> Brand Image -> Purchase Intention	0,151	0,149	0,058	2,610	0,009

Source: Processed Primary Data (2024)

Based on the table, it can be observed that the t-statistic value of the Attraction variable on Purchase Intention through Brand Image as a mediating variable is 3.128 and the p-value < 0.05 is 0.002. Therefore, it can be concluded that Attraction significantly affects Purchase Intention through Brand Image as a mediating variable. Thus, the sixth hypothesis (H6) stating that Attraction (X1) positively affects Purchase Intention (Y) mediated by Brand Image (Z) is proven.

The t-statistic value of the Credibility variable on Purchase Intention through Brand Image as a mediating variable is 2.610 and the p-value < 0.05 is 0.002. Therefore, it can be concluded that Credibility significantly affects Purchase Intention through Brand Image as a

mediating variable. Thus, the seventh hypothesis (H7) stating that Credibility (X2) positively affects Purchase Intention (Y) mediated by Brand Image (Z) is proven.

The Influence of Attractiveness on Brand Image

The appeal of celebrity endorsement significantly influences brand image. This finding supports previous research by (Adiba et al., 2020; Alessandro et al., 2023; Kurniawan, 2014) that the expertise, attractiveness, and trustworthiness of celebrities have a positive impact on brand image. This indicates that if celebrities are perceived to have credibility, charm, and trust, it is likely to enhance consumers' perception of the endorsed brand. Findings also indicate that brand image plays a mediating role in the influence of celebrity endorsement on purchase intention.

Credibility Affects Brand Image

The results of this study affirm that the credibility of Celebrity Endorsement has a significant impact on brand image. This finding supports previous research by (Dei et al., 2015; Dewi & Purnami, 2019) that the credibility of Celebrity Endorsement plays a crucial role in shaping brand image. In other words, when the endorsed celebrity is trusted by the public, it tends to enhance consumers' positive perceptions of the brand. This is crucial because a strong brand image can influence consumers' purchasing decisions and provide a competitive advantage for the brand in the market. Therefore, companies should choose celebrities with high credibility and alignment with their brand values to ensure the success of Celebrity Endorsement campaigns.

Brand Image Influences Purchase Intention

The research results indicate that brand image has a significant impact on purchase intention. This finding is consistent with previous studies by (Agmeka et al., 2019; Hakim & Keni, 2020; Parama A.P & Seminari, 2020), which state that brand image acts as a mediator in influencing purchase intention. In this context, brand image emerges as the most influential factor on purchase intention. Brand image is a key determinant of purchase intention, as it can guide consumers to choose products with a positive brand image. This finding is reinforced by previous research findings.

Attractiveness Influences Purchase Intention

The attractiveness of celebrity endorsement has a significant influence on purchase intention. This finding is consistent with previous research by (Afifah, 2022; Andita et al., 2021; Anggraeni & Asnawati, 2018), which indicates that the attractiveness of celebrity endorsement has a positive and significant impact on purchase intention. This indicates that when endorsed celebrities are perceived as attractive by consumers, it tends to increase their purchase intention towards the advertised products. The attractiveness of celebrities in celebrity endorsement becomes a crucial factor that can influence consumer behavior in deciding to purchase a product. Therefore, companies or brands using celebrity endorsement need to select celebrities who have strong appeal to their target consumers. This can help enhance the effectiveness of advertising campaigns and strengthen consumers' purchase intentions. Additionally, these findings provide valuable insights for marketing practitioners in designing effective marketing strategies by leveraging celebrity endorsement.

Credibility Affects Purchase Intention

The credibility of celebrity endorsement has a positive impact on purchase intention. This finding is consistent with previous research by (Keilani & Aksari, 2024; Untono, 2016), indicating a significant indirect influence. This confirms that when celebrity endorsers are perceived as credible by consumers, it tends to increase their purchase intention towards the advertised products. The credibility of celebrity endorsement becomes a crucial factor that can influence consumer behavior in deciding to purchase a product. Therefore, companies or brands using celebrity endorsement need to select celebrities who have high credibility among their target consumers. This can help enhance the effectiveness of advertising campaigns and strengthen consumers' purchase intentions. Additionally, these findings provide valuable insights for marketing practitioners in designing effective marketing strategies by leveraging celebrity endorsement.

The Influence of Attractiveness on Purchase Intention with Brand Image as a Mediating Variable

The analysis of the research findings indicates that attractiveness has a positive impact on purchase intention, mediated by brand image. This finding is consistent with previous research by (Alessandro et al., 2023; Untono, 2016) this confirms that when a brand has a positive image, it can influence the emergence of consumer purchase intention. A positive brand image can shape favorable perceptions in the minds of consumers, thereby increasing their tendency to purchase the product. Therefore, companies or brands need to pay attention to the attractiveness of their products and ensure that their brand image is also positive. This can help enhance consumer purchase intention and the success of the product in the market. Additionally, these findings provide valuable insights for marketing practitioners in designing effective marketing strategies by considering the importance of brand image in mediating the influence of attractiveness on consumer purchase intention.

The Influence of Credibility on Purchase Intention with Brand Image as a Mediating Variable

Credibility has a positive impact on purchase intention, mediated by brand image. This finding is consistent with previous research by (Alessandro et al., 2023; Windyastari & Sulistyawati, 2018), indicating that brand image can mediate the influence of celebrity endorsement credibility on purchase intention. This confirms that when celebrity endorsement is perceived as credible by consumers, brand image can play a significant role in shaping their purchase intention. A positive brand image can enhance consumer trust in products endorsed by celebrities, thus increasing their likelihood of purchasing them. Therefore, companies or brands using celebrity endorsement need to consider not only the credibility of the celebrity but also their brand image. Ensuring that the brand image is positive can help enhance the influence of celebrity endorsement on consumer purchase intention. These findings provide valuable insights for marketing practitioners in designing effective marketing strategies by considering the mediating role of brand image in the relationship between celebrity endorsement credibility and consumer purchase intention.

CONCLUSION

The purpose of this research is to analyze and discuss the influence of attractiveness and credibility of celebrity endorsement on purchase intention with the mediating variable of brand image. This study discovered that all the constructs exhibit significant positive relationships with one another. First, celebrity attractiveness has a significant impact on brand image. Second, celebrity credibility also has a significant influence on brand image. Third, brand image significantly affects purchase intention. Fourth, celebrity attractiveness significantly influences purchase intention. Fifth, celebrity credibility positively impacts purchase intention. Sixth, attractiveness has a positive effect on purchase intention mediated by brand image. Seventh, credibility also has a positive influence on purchase intention mediated by brand image. These findings underscore the importance of celebrity attractiveness and credibility, as well as brand image, in shaping consumer purchase intentions.

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