

## CAN CELEBRITY ENDORSE IMPROVE THE PURCHASE DECISION OF “CLOTHING” MSME PRODUCTS THROUGH BRAND IMAGE?

**Adelia Rahma**

Ilmu Manajemen, Universitas Negeri Malang, Indonesia  
corresponding author : [adelia.rahma.2204139@students.um.ac.id](mailto:adelia.rahma.2204139@students.um.ac.id)

**Sudarmiatin**

Ilmu Manajemen, Universitas Negeri Malang, Indonesia

**Agus Hermawan**

Ilmu Manajemen, Universitas Negeri Malang, Indonesia

**Amelia Setyawati**

Sekolah Tinggi Ilmu Ekonomi Indonesia Malang, Indonesia

**Farij Ibadil Maula**

Sekolah Tinggi Ilmu Ekonomi Artha Bodhi Iswara Surabaya, Indonesia

### ABSTRACT

*The purpose of the study was to determine (1) the description of the celebrity endorse variable, brand image, and purchasing decisions; (2) The direct effect of celebrity endorsement on a brand image; (3) The direct effect of brand image on purchasing decisions (4) The direct influence of celebrity endorsements on purchasing decisions; and (5) the indirect effect of celebrity endorsement on purchasing decisions through the brand image on Awesam Malang Raya customers. This study uses a quantitative approach with descriptive and explanatory research types. The instrument used is a closed questionnaire which is processed in the validity and reliability test with valid and reliable results. The research population is Malang Raya Awesam customers who decide to buy Awesam clothing products. and have seen endorser Selia Rahma. The sampling technique used a proportional random sampling technique. Calculation of the sample using the Slovin formula with a total of 90 respondents. The analysis used is Path Analysis. The prerequisite test is through the normality test with the results of the residuals being normally distributed and the linearity test with the results of the linear path equation. The results showed that the results of the descriptive analysis of celebrity endorsements and purchasing decisions were included in the good category, and the brand image was included in the good category. The results of path analysis show that (1) celebrity endorsement has a direct effect on brand image; (2) brand image has a direct effect on purchasing decisions; (3) celebrity endorsement has a direct effect on purchasing decisions, and (4) celebrity endorse does not indirectly affect purchasing decisions through the brand image on customers of Awesam store Malang Raya.*

**Keywords :** *celebrity endorse, brand image, purchase decision, MSMEs, Technopreneurship*

## 1. INTRODUCTION

The advancement of the digital technology era supports an increasingly modern way of consumer shopping. This is in accordance with various events that exist in today's society, one of which is offline shopping which has turned into online shopping. The rapid development of technology has made MSME actors change their thinking on appropriate strategies to attract consumers. MSMEs are required to be more sensitive to what consumers want. In line with this statement according to Ap, (2021); Nagpal & Bassi, (2022) states that an effective and efficient marketing strategy will greatly affect the promotion that will be carried out by the company. One of them is by using promotional media online that is currently very relevant and practical. In accordance with the results of this statement, Ningrum & Hayuningtias, (2022); Omar & Atteya, (2020); Sopiyan, (2022) states that online use is currently very developed, so that it can provide flexibility for customers to be able to make transactions, offer products and services without having to be limited by space and time. In line with this statement Budiono et al., (2021); Solihin, (2021); Tan et al., (2019) provide a statement that currently the market can freely choose both companies and consumers to be able to communicate with each other and exchange ideas for transactions of a product or service so that the internet is the right medium for carrying out marketing activities. Online shopping is becoming a popular way among the public, this can be seen by the increasing number of online shopping transactions that have been made. According to Astuti et al., (2021); Ningrum & Hayuningtias, (2022), greater convenience and savings are the two main reasons for increasing online purchasing decisions for consumers. Consumers can shop online anytime and anywhere. Lutfie & Marcelino, (2020); Singh & Kohade, (2022) also stated that consumers can save time and money when searching for information about an item/product and when shopping online.

Furthermore Omar & Atteya, (2020); Sopiyan, (2022) gives the opinion that the increasing popularity of online social networking sites such as Facebook, Youtube, Twitter and Instagram offers new opportunities for large-scale marketing, the use of persuasion by supporters increases the response results from online social network marketing recipients. Social media is used in marketing to quickly support a high level of awareness from potential consumers, even if consumers know about the product and want to buy it. Often times consumers take advantage of a digital media such as Facebook, Youtube, and Instagram. Instagram social media is one of the applications that is widely used by the public which has developed quite significantly and is capable of being a great opportunity to open an online business. Instagram is an application that has its own characteristics such as providing facilities for users to be able to exchange photos and videos with friends on social media. According to data published by Valuewalk, Instagram got one million active advertisers in March 2017. The rapid growth of Instagram users is in Asia and South America. The network in the region is not as sophisticated as in America and Europe. In just a few weeks, Instagram has reached 200 million users and 80 percent of them are Android users. (cnnindonesia.com, 2017). Number of Instagram users in Indonesia in 2022: 99.15 million people (2021: 85 million people). Percentage of Instagram users who are female: 52.3% Percentage of Instagram users who are male: 47.7%.

Digital retailers or online shops have a lot of followers on their accounts. The online shop's success cannot be separated from their marketing strategy in attracting consumers. According to Jha et al., (2020); Odionye et al., (2021); Putra & Ningrum, (2019) One strategy with celebrity marketing strategies. According to Ikawati et al., (2021) and Riwkun et al.,

(2021) Celebrity-supported marketing is a company strategy to promote a product or service by involving a celebrity as a strategic effort to be carried out by the company, or commonly known as Celebrity Endorser. Furthermore, the results of research from Annissa & Paramita, (2021); Cooley & Parks-Yancy, (2019); Parayitam et al., (2020) stated that celebrity endorsers are figures (actors, entertainers) who are known to the public for their achievements in fields that are different from the product groups supported. Celebrity endorser is the most used advertising figure today. Arora, Prashar, Parsad, & Vijay, (2019); Gupta et al., (2020); Ionel & Alexandru-Gabriel, (2019) stated that celebrity endorsements are considered an effective promotional tool by marketers around the world. One in four advertisements uses a celebrity endorser. Through the credibility possessed by an endorser, it is hoped that it can influence the perception of the quality and superiority of a product. Celebrity endorsers will help create a stronger emotional connection with consumers, and can build brand appeal in the target market.

Celebrity selection requires several attributes so that a company is not wrong in choosing a celebrity. The attributes of a celebrity endorser according to Misra et al., (2019) are trustworthiness, expertise, attractiveness, respect, and similarity. These attributes are needed so that messages from endorsers can be conveyed clearly to consumers. On Instagram, celebrities have a very large number of followers. If a company asks a celebrity to take a photo with a product to be marketed, then the product will have a lot of fans and the demand for the product will increase dramatically. Elango & Suryakumar, (2022); Munjal, (2020); Prasad et al., (2022); Sam & Rajagiri, (2019) Celebrity endorsers are referred to as serious investments depending on the economic value and intensity of their use in the market. Celebrity endorsers are effective if there are attributes of trust, expertise and attractiveness.

This opportunity is exploited by sellers on the internet or online shop. Awesam Store is an online shop originating from Malang City. Awesam Store was founded by a young man from Malang, namely Fafi Fathurrohman in 2013, which means it has been established for 8 years. Awesam Store already has 1 outlet in Malang district, 1 outlet in Batu city, and 3 outlets in Malang city, and several outlets outside Malang city. Products Awesam Store sells a variety of clothing products including t-shirts, jackets, hoodies, sweaters, zippers and t-shirts, polo. Based on initial observations, Awesam Store is generally the same as distros in the city of Malang in general which sell clothes and some accessories. However, there is a difference between the Awesam Store and other distros in the city of Malang in general, namely selling clothes with plain characteristics. Unlike most distribution products that sell clothes using screen printing creativity, the Awesam Store carries the concept of "Back To Basic" and has the slogan "Plain T-shirts of Arek Malang". Even though most of them sell plain clothes, some of their products also use screen printing on their clothes which still carries the theme "Back To Basic" and the screen printing is also simpler. His followers on Instagram have reached 54,000, not only in Malang, but also throughout Indonesia.

It's not wrong to call Selia Rahma the cute queen, aka the cute queen in today's youth world. At the age of 28 years, his face still looks 18 years old. Selia Rahma is known as a Brand Influencer who has successfully captivated many people through her Vlog works which later also moved to Instagram. Selia Rahma's market share when she was promoting was very broad, different from other endorsers, such as those who only uploaded paid promoting Instagram stories. The creativity and innovation possessed by Selia Rahma has earned her a lot of praise. This is evidenced in his Instagram, Youtube and Twitter accounts which have reached 1 million followers and subscribers.

Selia Rahma is an Instagram celebrity and Youtuber who has a difference compared to other endorsers in terms of uploading content and as an endorser via Instagram. According to the results of an interview with one of Awesam's employees. Haris Saputra (September 3, 2021), Selia Rahma has a distinctive feature in marketing a product or service, namely by vlogs or videovlogs on a daily basis via Instagram stories and Youtube. This vlog from Selia Rahma is always awaited by her followers on Instagram. When Selia Rahma started uploading a video via Instagram, followers or followers immediately sent messages via Instagram direct messages. This shows that every time Selia Rahma uploads a video on Instagram, most of Selia Rahma's followers on Instagram pay great attention to the uploaded content or videos. The popularity, success, and creativity of Selia Rahma made her get many offers as an endorser for several products or services. One of them is as an endorser of Awesam Store products.

According to Putri et al., (2020); Singh & Kohade, (2022) The idea is to use endorsers' popularity to endorse a product and make consumers produce reliability on the product. The use of Celebrity Endorse is carried out by companies as a tool to communicate directly, so that promotions are made easier because they are carried out by someone who has popularity or achievement. This makes Celebrity Endorse an attraction for the public to find out more detailed product information and is expected to increase sales volume. Meanwhile, according to Ionel & Alexandru-Gabriel, (2019) in one application of the promotion method, Celebrity Endorse can influence purchasing decisions directly and through brand image. The research shows that the use of Celebrity Endorse has a positive effect and helps smooth marketing activities. Companies that use Celebrity Endorse will strengthen their brand image in the eyes of consumers. According to Agmeka et al., (2019); Tilasenda et al., (2019); Waluya et al., (2019) stated that if you already have celebrity endorsed investment capital that has high enough trust in consumers, indirectly business actors will also get a good brand image or brand image. Consumers who have a positive image of a brand will be more likely to make a purchase.

Darojat continued, (2020); and Tan et al., (2019) Brand image Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Supported by research conducted by Febrianti & Hasan, (2022); Monica et al., (2020); Nazelina et al., (2020) stated that brand image has a positive effect on purchasing decisions. Budiono et al., (2021) stated that brand image has a positive or significant value in purchasing decisions. Brand Image is of course the most important thing for every company in winning business competition in this fashion industry. Many benefits can be obtained by business actors when the brand image they have built manages to dominate the market. Some of the benefits that companies get when the brand image grows stronger are providing attractiveness for consumers, easier to gain customer loyalty, opening up opportunities to set selling prices, opportunities for business actors to differentiate products, become certain characteristics that distinguish a product with competitors. Intense competition in the fashion industry in Indonesia, especially clothing, makes companies vying to promote their products on a large scale so that potential consumers can look at them. One of the things that Awesam Store does in the form of promotions to attract the attention of potential consumers or target markets is to use Brand Image.

Basically all marketing activities have the main goal of providing an online purchase decision. According to Putri et al., (2020); and Solihin, (2020) Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case

make purchases or utilize certain products or services. Consumer decision making is basically a problem solving process. Every day, each of us makes decisions regarding every aspect of our daily lives. However, we usually make these decisions without thinking about how we make decisions and what is involved in this decision-making process. According to the most common understanding, a decision is a selection of two or more alternative options. In other words alternative choices must be available to someone when making a decision. If a person has a choice between making a purchase or not, a choice between brand X and brand Y, or a choice to do work A or B, that person is in a position to make a decision [10,29,37,38] The buying decision is a choice of alternatives. -Alternatives available. Amirullah et al., (2021) said that purchases are actual transactions in buying decisions, and indicators of buying decisions are dichotomous indicators, namely buying or not buying. So, it can be concluded that the indicator in the decision to buy online products is to buy or not to buy.

According to Kurdi et al., (2022); Sudaryanto et al., (2021); Tirtayasa et al., (2021) purchasing decisions are influenced by celebrity endorsers because what makes consumers interested in purchasing a product is because consumers tend to form positive impressions, and trust celebrities more as advertisement stars because of the attractiveness possessed by these celebrities, so that they can influence consumer purchase decision. Celebrities are sought so that after consumers see the ad, consumers are influenced to decide to buy the company's products. In addition to celebrity endorsers, there is also the Brand Image factor itself, usually consumers in general will immediately believe in the brand, have a good brand image in society.

Research conducted by Lutfie & Marcelino, (2020); Nguyen et al., (2020); Putri et al., (2020); Singh & Kohade, (2022) state that using celebrity endorser Agnes Monica which consists of credibility, attractiveness, and power together has a positive effect on purchasing decisions. These results indicate that by choosing an endorser to be used in advertising, especially among celebrities, it must be in accordance with the character of the product itself and also have good popularity, trust and power in the eyes of consumers and create a brand image on the product according to the celebrity endorsement.

Based on the background and previous research as described above, the research aims to complete the gaps in previous studies by conducting a comprehensive study of Celebrity Endorsement, Purchasing Decisions and Brand Image. This topic will be researched by Awesam store customers on Instagram social media. Researchers are motivated to conduct this research because of the importance of today's MSME players to be creative, innovative, adaptive and productive to become competitive in the development of the technological era. This research contributes to three things, firstly increasing knowledge and using digitalization productively and not consumptively, as well as providing practical and tactical strategies for MSMEs to always survive in changing times.

## **2. METODE**

This research uses a quantitative approach with descriptive and explanatory research types. The instrument used is a closed questionnaire which is processed in the validity test and reliability test with valid and reliable results. The research population is Awesam Malang Raya customers who decide to purchase Awesam clothing products. and have seen endorser Selia Rahma. The sampling technique uses a proportional random sampling technique. The sample calculation uses the Slovin formula with a total of 90 respondents. The analysis used is Path

Analysis. Prerequisite test through normality test with normally distributed residual results and linearity test with linear path equation results.

### 3. RESULT AND DICUSSION

#### 3.1 Result

The following is a data description of the respondents in this study based on age, as follows.

**Table 1 Characteristics of Respondents**

No	Age	Number of Responden	Persentase
1	18 – 22 years	32	35,5
2	23 – 27 years	25	27,7
3	28 – 32 years	17	18,8
4	> 32 years	16	100
<b>Total</b>		90	100

(Source: Processed by Researchers, 2022)

Based on Table 4.1, respondents to Awesam Malang customers were dominated by respondents aged 18-22 years with a percentage of 35.5%. At this age, the respondents are capable enough to choose and assess the quality of Awesam products.

The following is the data description of the respondents in this study based on work, as follows.

**Table 2 Characteristics of Respondents by Occupation**

No	Age	Number of Responden	Persentase
1	<b>Student</b>	43	47,7
2	<b>Civil Servants</b>	9	10
3	<b>Private sector employee</b>	26	28,8
4	<b>Self - employed</b>	12	13,3
<b>Total</b>		90	100

(Source: Processed by Researchers, 2022)

Based on Table 4.2, the majority of poor awesam customer respondents are dominated by students who work as students with a percentage of 47.7%. With this profession, respondents have more need for clothing for style and lectures.

The following is the data description of the respondents in this study based on monthly income, as follows.

**Table 3 Characteristics of Respondents Based on Monthly Income**

No	Income per month	Number of Responden	Persentase
1	≤ Rp 500.000	2	2,2
2	Rp 510.000 – Rp 1.000.000	5	5,5
3	Rp 1.010.000 – Rp Rp 2.500.000	43	47,7
4	Rp 2.510.000 – Rp 3.000.000	21	23,3
5	≥Rp 3.010.000	19	21,1

(Source: Processed by Researchers, 2022)

Based on Table 3, the majority of customers who decide to buy at the Malang Awesam store are dominated by professional respondents with an average monthly income

of Rp. 1,010,000 – IDR 2,500,000 with a percentage of 47.7%. The amount of expenditure is appropriate because the majority of respondents met by researchers are students/students where the income derived comes from monthly pocket money.

The following is a data description of the respondents in this study based on the frequency of delivery, as follows

**Table 4 Characteristics of Respondents Based on the Frequency of Length of Being a Custome**

No	Old Frequency becomes members	Number of Responden	Persentase (%)
1	1-6 month	11	12,2
2	7-12 month	14	15,5
3	1-2 month	47	52,2
4	>2 month	18	20
<b>Total</b>		90	100

(Source: Processed by Researchers, 2022)

Based on table 4, the majority of customers who decide to buy at the Malang Awesam store are dominated by respondents with a customer duration of 1-2 years with a percentage of 52.2%. The frequency of being a customer is according to respondents who work as students because the Celebrity Endorsement "Selia Rahma" is close to young people, especially students and students.

#### Variable Frequency Distribution (X)

The Celebrity Endorser variable consists of indicators of Attractiveness, Expertise, and Trustworthiness. Based on these data obtained the following description.

**Table 5 Distribution of Celebrity Endorser Variable Frequency**

Item	Indicator Item Score										Average
	5		4		3		2		1		
	f	%	F	%	f	%	F	%	f	%	
1	22	24.4	48	53.3	20	22.2	-	-	-	-	4.02
2	20	22.2	55	61.1	14	15.6	1	1.1	-	-	4.04
3	20	22.2	44	48.9	22	24.4	4	4.4	-	-	3.88
4	28	31.1	38	42.2	22	24.4	2	2.2	-	-	4.02
5	36	40.0	43	47.8	9	10.0	1	1.1	1	1.1	4.24
6	28	31.1	44	48.9	18	20.0	-	-	-	-	4.11
7	19	21.1	43	47.8	26	28.9	2	2.2	-	-	3.87
8	29	32.2	44	48.9	16	17.8	1	1.1	-	-	4.12
9	20	22.2	37	41.1	33	36.7	-	-	-	-	3.85
10	21	23.3	41	45.6	27	30.0	1	1.1	-	-	3.91
11	28	31.1	45	50.0	17	18.9	-	-	-	-	4.12
12	9	10.0	33	36.7	36	40.0	12	13.3	-	-	3.43
13	21	23.3	51	56.7	16	17.8	2	2.2	-	-	4.01
<b>Grand Mean</b>										3.97	

(Source: Processed by Researchers, 2022)

In Table 4.5 it can be seen that item no. 1 shows the respondents agree that Selia Rahma has a special attraction in advertising Awesam Store clothing, this can be seen from the majority of respondents answering agree and the mean result is 4.02. Furthermore, on item no. 2 also shows that respondents agree that Selia Rahma is a classy model that is suitable for advertising Awesam clothing, where the majority of respondents agree and the mean result is 4.04. In item no. 3, Selia Rahma is very nice/charming when advertising Awesam clothing and accessories. It can be seen that the majority of respondents answered agree and the mean result was 3.88. In addition to item no. 4, respondents considered Selia Rahma to be very elegant when she became a celebrity endorser for plain t-shirts, this can be seen from the majority of respondents who answered in agreement and the mean result was 4.02. Besides that, respondents also agreed that Selia Rahma was very good at advertising Awesam Clothing, this can be seen from item no. 5 where the majority of respondents answered agree and the mean result was 4.24.

The Brand Image variable consists of Functional image, Affective image and Reputation Image indicators. Based on these data obtained the following description.

**Table 6 Frequency Distribution of Brand Image Variables**

Item	Indicator Item Score										Average
	5		4		3		2		1		
	f	%	F	%	f	%	F	%	f	%	
14	17	18.9	51	56.7	22	24.4	-	-	-	-	3.94
15	21	23.3	45	50.0	22	24.4	1	1.1	1	1.1	3.93
16	20	22.2	45	50.0	22	24.4	1	1.1	2	2.2	3.88
17	17	18.9	65	72.2	7	7.8	1	1.1	-	-	4.08
18	18	20.0	40	44.4	25	27.8	6	6.7	1	1.1	3.75
19	12	13.3	46	51.1	28	31.1	4	4.4	-	-	3.73
<b>Grand Mean</b>										3.88	

(Source: Appendix )

In Table 6 item no. 14 shows that respondents feel their needs for Awesam clothing are fulfilled, which is a quality product, this can be seen from the majority of respondents who answered in agreement and the mean result was 3.94. In item no. 15 respondents also agreed that Kaos Awesam Malang has better brand characteristics than its competitors according to customer expectations, seen from the majority of the answers agreeing and the mean result is 3.93. In item no. 16 it can be seen that the respondents were satisfied with the services provided because the Awesam T-shirt is a good product, the majority of respondents answered that they agreed and the mean result was 3.88. Furthermore, on item no. 17 respondents were also satisfied with the Awesam T-shirt, which has a brand personality that differentiates it from its competitors where the majority of respondents answered in agreement. In item no. 18 respondents also agreed that Awesam Store Malang is one of the best brands from its competitors in accordance with customer expectations, seen from the majority answering agree and the mean result is 3.75. In item no. 19 it can be seen that the respondents were satisfied with the Awesam Store Malang which is a very



strong product on the market because the product is good, the majority of respondents answered that they agreed and the mean result was 3.73. The total average score of respondents' answers regarding Brand Image is 3.88. In determining the category at intervals it can be concluded that the application of Brand Image at the Awesam Store Malang is already good or included in the high category.

Purchasing Decision Variables consist of indicators of Trust, Service, Reputation, and Testimonials. Based on these data obtained the following description.

**Table 7 Frequency Distribution of Purchasing Decision Variables**

Item	Indicator Item Score										Average
	5		4		3		2		1		
	f	%	F	%	f	%	F	%	f	%	
20	24	26.7	55	61.1	11	12.2	-	-	-	-	4.14
21	17	18.9	59	65.6	14	15.6	-	-	-	-	4.03
22	16	17.8	63	70.0	10	11.1	1	1.1	-	-	4.04
23	16	17.8	63	70.0	9	10.0	2	2.2	-	-	4.03
<b>Grand Mean</b>											4.06

(Source: Appendix )

In Table 7 it can be seen in item no. 20 that the photos or video content of the Awesam Storer Malang match the original real product, where the majority of respondents answered strongly agree and the mean result was 4.14. on item no. 21 that the services available at Awesam are fast response and all the information is easily accessible online (Instagram). This can be seen in the majority of respondents answering agree and the mean result is 4.03. In item no. 22 it can be seen that the reputation and existence of the Awesam Malang Instagram account respondents have many followers, likes and positive comments. where the majority of respondents answered agree and the mean result was 4.04. In addition, Awesam can prove the satisfaction of other customers in a testimonial content. has been seen in item no. 23 where the majority of respondents answered that they agreed, the mean result was 4.03. The total average score of respondents regarding purchasing decisions was 4.06. Based on the interval category, Purchase Decision is included in the high category.

**Table 4.9 Linearity Test of Brand Image on Purchasing Decisions Anova Table**

			Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian* Brand Image	Between Groups	(Combined)	6,611	12	,551	6,697	,000
		Linearity	5,485	1	5,485	66,671	,000
		Deviation from Linearity	1,126	11	,102	1,245	,273
Within Groups			6,334	77	,082		
Total			12,945	89			

The path criterion is linear, that is, if the results of significance < the significance level ( $\alpha=0.05$ ), then the path in the model is linear. The results of the linearity test using SPSS 16 are as follows.

Table 10 Linearity Test of Celebrity Endorsers on Purchasing Decisions Anova Table

			Sum of Squares	df	Mean Square	F	Sig.
Minat Beli* Celebrity Endorser	Between Groups	(Combined)	6,051	26	,231	2,103	,009
		Linearity	4,843	1	4,843	44,027	,000
		Deviation from Linearity	1,172	25	,047	,426	,990
	Within Groups		6,930	63	,110		
	Total		12,945	89			

**Tabel 4.11 Hasil Analisis Pengaruh Celebrity Endorser Terhadap Brand Image**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	,999	,211		4,730	,000
Celebrity Endorser	,728	,053	,827	13,811	,000

(Sumber :Lampiran )

Berdasarkan hasil analisis Tabel 4.11, dapat dirumuskan persamaan Blok I yaitu:

$$Z = O_{EX} X + V$$

$$Z = 0,827 X + V$$

$$Z = 0,827 X + 0,562$$

Persamaan struktur

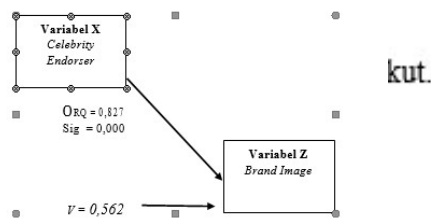


Figure 2 Block I Model of Celebrity Endorser (X) to Brand Image (Z)

(Source: Processed by Researchers, 2022)

Table 12 Results of Analysis of the Influence of Celebrity Endorsers and Brand Image on Purchasing Decisions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	1,924	,262		7,335	,000
Celebrity Endorser	,365	,104	,357	2,586	,016
Brand Image	,381	,118	,462	3,226	,002

(Sumber : Lampiran)

Berdasarkan hasil analisis Tabel 4.13, dapat dirumuskan persamaan Blok II sebagai berikut.

$$Y = O_{PQ} X + O_{PR} Z + W$$

$$Y = 0,357 X + 0,462 Z + W$$

$$Y = 0,357 X + 0,462 Z + 0,749$$

(Z) of 0.462.

c. The path coefficient for the unidentified variable (error) can be calculated as follows.

$$OW = \sqrt{1 - Y^2} = \sqrt{1 - 0,438} = 0,749$$

The effect of error on the structural equation block II is 0.438, so the information contained in the calculation results is able to explain the effect of the independent variables on the dependent variable by 43.8% while the remaining 56.2% is influenced by other variables outside the research variables.

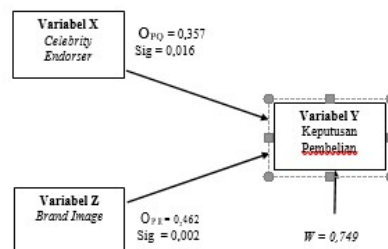


Figure 3 Model Block II Celebrity Endorser (X) and Brand Image (Z) on Purchase Decision (Y)

(Source: Processed by Researchers, 2022)

### 3. Empirical Equations

Based on the calculations of Block I and Block II, the following equation is obtained.

$$Z = 0.827 X + V$$

$$Y = 0.357 X + 0.462 Z + W$$

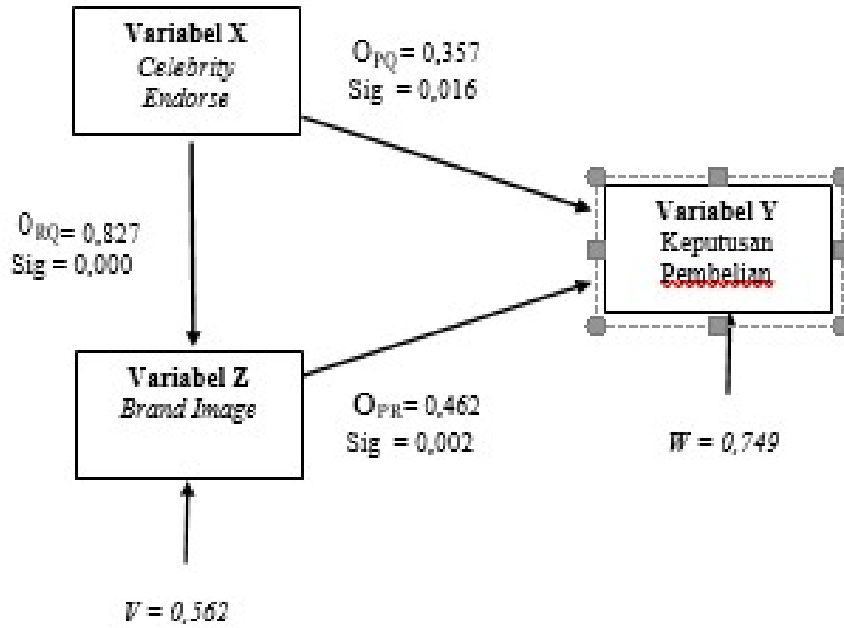


Figure 4 Model Block I and Block II Celebrity Endorser (X) on Purchase Decision (Y) through Brand Image (Z)

(Source: Processed by Researchers, 2022)

Table 4.13 Empirical Equation of Direct, Indirect and Total Effects

	Path Coefficient to Variable Y			Donations effective
	Direct	No direct	Total	
X	0,357	0,382 (results of $0,827 \times 0,462$ )	0,739 (result of $0,357 + 0,382$ )	0,546 (the result of the total squared)
Z	0,462	-	0,462	0,213 (]the result of the total squared)
Total			0,759	

(Source: Processed by Researchers, 2022)

The overall effective contribution to the dependent variable is 75.9%, which means that the variation in the value of the dependent variable (Y) is the result (influence) of the variations in the two independent variables (X and Z) simultaneously, either directly or indirectly.

### 3.2 DISCUSSION

Based on the results of the analysis that has been described, that the celebrity endorser variable has a direct positive and significant effect on the brand image variable. Celebrity endorsers have an influence on Brand Image on Awesam Store Malang Clothing Customers. This proves that if consumers feel the image conveyed by Selia Rahma as a celebrity endorser for the Awesam Store Malang Clothing product, it can make consumers interested and increase purchasing decisions for these products. The use of Celebrity Endorse is carried out by companies as a tool to communicate directly, so that promotions are made easier because they are carried out by someone who has popularity or achievement. This makes Celebrity Endorse an attraction for the public to find out more detailed product information and is expected to increase sales volume. Meanwhile, according to Ionel & Alexandru-Gabriel, (2019) in one application of the promotion method, Celebrity Endorse can influence purchasing decisions directly and through brand image. The research shows that the use of Celebrity Endorse has a positive effect and helps smooth marketing activities. Companies that use Celebrity Endorse will strengthen their brand image in the eyes of consumers. The results of this study are in line with research conducted by Jefry (2018) entitled Influence of Celebrity Endorsement (Raisa Andriana) on Purchase Intention with Brand Image as an Intervening Variable on Oppo Smartphone Products showing that Celebrity Endorser has a positive effect on Purchase Decisions through brand image on Oppo products. From this study it can be concluded that celebrity endorsers can influence purchasing decisions through brand image.

While the Brand Image variable has a direct positive and significant effect on the Purchase Decision variable. These results prove that the purchase decision of the Malang Awesam Store Clothing customer is directly influenced by the Brand Image variable. So that if the company implements the brand image well, a purchasing decision will be formed where consumers will be interested and interested in buying specs shoe products. These results are supported by Rizky (2016) entitled The Effect of Celebrity Endorser and Brand Image on Purchase Decisions through Purchasing Decisions explaining that Brand Image has a positive influence on Purchase Decisions. Thus, based on the results of research, theory, and previous research journals, celebrity endorsers have a direct effect on brand image. The higher the influence of the celebrity endorser, the higher the brand image will be.

Further the results of the analysis that have been described in the Celebrity Endorser variable have a direct positive and significant effect on the Purchasing Decision variable. These results prove that consumer purchasing decisions for Awesam Store Malang clothing customers are directly influenced by the brand image variable. So that if the company implements the brand image well, a purchasing decision will be formed where consumers will be interested and the decision to buy Awesam Store Malang clothes. These results are supported by the opinion of Matthew (2007) with the title Relations among attractiveness of endorsers, match-up, and purchase intention in sport marketing in China, in this study it is explained that celebrity endorsements have a positive influence on consumer purchasing decisions. Meanwhile, according to Rizky (2016) with the title The Effect of Celebrity Endorser and Brand Image on Purchasing Decisions through Purchasing Decisions explains that celebrity endorsements have a positive influence on Purchasing Decisions. This also has a positive impact on consumers based on male and female gender. Thus, based on the results of research, theory, and previous research journals, celebrity endorsers have a direct effect on

purchasing decisions. The higher the influence of the celebrity endorser, the higher the Purchase Decision.

Based on the results of the analysis described above, that the three research variables have a positive and significant direct effect. However, in testing the hypothesis using the t test and the Sobel test, the results show that there is no significant indirect effect between the Celebrity Endorser variable on the Awesam Store Malang Clothing Purchasing Decision through Brand image. The results prove that in forming a Purchase Decision at the Awesam Store Malang Apparel it is not necessary to go through the mediating variable Brand Image, but it is enough to use a direct relationship between the Celebrity Endorser and Brand Image variables in this study.

#### 4. CONCLUSION

The description of Celebrity Endorser according to consumer perceptions of customers of Awesam Store Malang products can be classified in the good category, then the description of Brand Image understood by respondents from customers of Awesam Store Malang products can be categorized as good. Finally, the description of the Purchase Decision for customers of Awesam Store Malang products regarding the level of interest in Awesam products can be classified as good. There is a positive and significant direct influence between celebrity endorsers on purchasing decisions for customers of Awesam Store Malang products. This can be interpreted that if the company is able to implement a celebrity endorser (Selia Rahma) properly, it will have an impact on the high level of brand image towards customers of Awesam Store Malang products.

There is a direct positive and significant influence between Brand Image on purchasing decisions for customers of Awesam Store Malang products, meaning that if a company is able to create a Brand Image it will shape consumer purchasing decisions for Awesam Store Malang product customers. There is a positive and significant direct influence between celebrity endorsers on purchasing decisions, meaning that if the company is able to apply a celebrity endorser (Selia Rahma) properly, it will directly form purchasing decisions for Awesam Store Malang products. There is an indirect influence between celebrity endorsers on purchasing decisions through Brand Image, meaning that it is necessary to go through the Brand Image variable to measure the level of consumer purchasing decisions for Awesam Store Malang products.

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