



The Influence of Celebrity Endorsements and Social Media Marketing on Purchase Intention Through Brand Image (Study on Yotta Beverage Consumers in Makassar City)

Miftahul Zanna Arsyad¹, Sudarmiatin², Sopiah³

¹ Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

² Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

³ Faculty of Economics and Business, Universitas Negeri Malang, Indonesia

Email : miftahuljannaharsyad011@gmail.com, sudarmiatin.fe@um.ac.id,

sopiah.fe@um.ac.id

ABSTRACT

As business competition is getting tougher, endorsement programs and social media marketing are marketing strategies that are quite effective for providing promotions while reminding more consumers to relate to brands and encouraging consumer purchase intentions. This study aims to determine the effect of celebrity endorsements and social media marketing on purchase intention through brand image. The population in this study is prospective consumers who know Yotta products. While the sample in this study was 224 respondents. This type of research is descriptive and non-probability, using the Smart PLS program. The results are (1) program endorsement has a positive and significant effect on the brand image (2) social media marketing has a positive and significant effect on brand image and purchase intention (3) has no positive and significant effect on program endorsement on purchase intention (4) has a positive and significant effect brand image on purchase intention. Based on the results of the study, similar business actors suggest that companies be more selective in using celebrity programs to promote their products.

Article History:

Reviewed :12 April 2023

Revised :20 Mei 2023

Accepted :12 Juni 2023

DOI Prefix :

Keywords: *Selebgram Endorsement, Social Media Marketing, Purchase Intention, Brand Image.*

Introduction

As today's technology increases changes the company's marketing. Because the old way may no longer win the hearts of consumers. Therefore, it is hoped that advanced technological developments are expected to benefit entrepreneurs in marketing the products they produce. This development is marked by the increasing number of transactions via the internet. In promotional activities, each product must offer attractiveness and create superiority and uniqueness to attract consumers' attention (N. N. Putri et al., 2022). As business competition is getting tougher, endorsement programs and social media marketing are becoming effective marketing strategies to launch promotions and attract more attention from consumers to get closer to brands and encourage consumer purchase intentions. Purchase intention (purchase intention) refers to the subject's assessment by consumers after conducting a general evaluation to buy a product (Sekaran et al., 2018).

Currently, we no longer intend to buy online because it is a form of anticipation for each individual. Intending to buy online, so that each buyer/consumer has more flexibility to decide which product to buy. The company must have a good brand image, this is because people will prefer which products the brand offers are of good value (Adriana et al., 2022).

Purchase intention is a motivational factor to motivate people to make purchases and is the best way to predict consumer buying behavior (Utami et al., 2020). This is following the theory of Reasonable action (TRA) which assumes that consumer behavior is determined by consumer behavioral intentions (Ahmad et al., 2019). In this study, consumer purchase intentions are influenced by the marketing stimulus taken by the company through the marketing strategy of endorsement programs, and social media marketing.

Research (Pahlevi et al., 2022) said that the social media application Celebrity Endorser is seen as effective in increasing buying interest because wide coverage on social media allows it to be seen by many potential customers, along with the celebrity's popularity, gaining more trust in the products marketed by the celebrity himself.

The endorsement program is tasked with creating a strong emotional connection between brands and consumers, indirectly creating an impressive brand image on purchase intention and product use. (Abd Aziz et al., 2020). This is confirmed by research (Barreda et al., 2020) which reveals that social media affects a stronger brand image. Social media marketing can increase the brand awareness of a company because social media users can interact with and influence other users by providing positive testimonials (Agmeka et al., 2019).



The higher the consumer's perception of the brand, the higher the consumer's intention to buy (Rahmawan & Suwitho, 2020). In line with this, (Moslehpour et al., 2020) confirm that brand image is the most important factor that positively influences purchase intention.

Method

This research is quantitative research using descriptive and explorative research methods. The population in this study are potential consumers ranging from teenagers to adults who intend to buy Yotta. In addition, the type of non-probability sampling used as a sampling technique in this study is purposive sampling, with a sampling technique in which not all members of the population have the opportunity to be selected as sample subjects. (Sugiyono, 2016). Determining the number of samples in this study is to use the Daniel and Terrel formula (Mulyono, 2006) obtained by 224 respondents. The data analysis technique used is Smart PLS.4.

Results And Discussion

Result

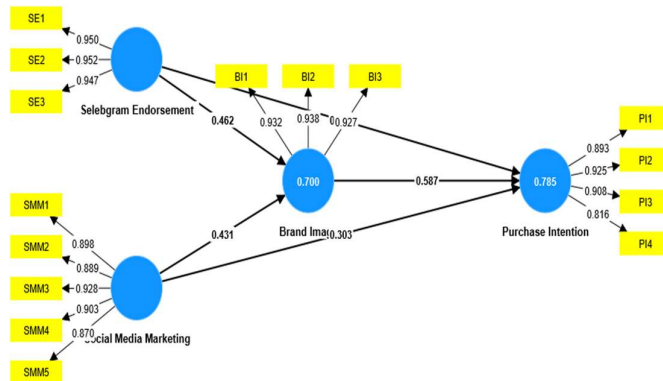


Figure 1. PLS path diagram

The profile of potential customers in this study is mostly female. Age nominee respondents at the age of 18-23 years. Meanwhile, the work of the respondents was dominated by students. The dominant respondent's expenditure is <100,000. 224 respondents know about the Yotta brand and the influencers who promote Yotta.

Table.1 The results of the celebrity endorsement test on the brand image

Exogen	Intervenin g	Endogen	Path Coefficient	Indirect Coefficient	SE	P value	Explanati on
X1		Z	0.462		0.081	0.000	Accepted
X2		Z	0.431		0.081	0.000	Accepted
X1		Y	0.049		0.073	0.499	Rejected
X2		Y	0.303		0.062	0.000	Accepted
Z		Y	0.587		0.071	0.000	Accepted
X1	Z	Y		0.272	0.051	0.000	Accepted
X2	Z	Y		0.253	0.063	0.000	Accepted

The results of the celebrity endorsement test on the brand image show that the path coefficient is 0.462 and P-value <0.000, meaning that there is a positive and significant influence between brand endorsement programs on brand image among Yotta consumers. Thus, H1 is accepted. The results of the social media marketing test on the brand image show a path coefficient of 0.431 and P-value <0.000 meaning that there is a positive and significant influence between brand endorsement programs on brand image among Yotta consumers. Thus H2 is accepted. The results of the celebrity endorsement test on purchase intention show a path coefficient of 0.049 and P-value > 0.499 meaning that there is no positive and significant effect between brand endorsement programs on brand image among Yotta consumers.

Thus H3 is rejected. The results of the social media marketing test on purchase intention show a path coefficient of 0.303 and a P-value > 0.000, which means that there is a positive and significant influence between social media marketing and purchase intention among Yotta consumers. Thus H4 is accepted. The results of the brand image test on purchase intention show a path coefficient of 0.587 and a P-value <0.000, which means that there is a positive and significant influence between brand image and purchase intention among Yotta consumers. Thus, H5 is accepted. The results of the social media marketing test on purchase intention through brand image show a path coefficient of 0.272 and a P-value <0.000, which means that the endorsement program has a positive and significant effect on purchase intention through brand image.



Thus, H6 is accepted. The test results of social media marketing on purchase intention through brand image show a path coefficient of 0.253 and a P-value <0.000 which means that social media marketing has a positive and significant effect on purchase intention through brand image. Thus, H7 is accepted.

Discussion

In the first hypothesis, there is a positive and significant effect of the endorsement program on brand image among Yotta consumers. Thus this research is supported by research (Adiba et al., 2020) which proves that celebrity endorsement has a positive and significant effect on brand image (Masato, 2021) in his research also stated that there was a positive and significant effect celebrity endorsements on brand image. The case of the best and most interesting actor or public figure featured in an endorsement program, the more likely it is to enhance the image of the product being promoted. In line with research (Fitri, 2018) the success of creating a product in the minds of consumers is determined by the company's accuracy in choosing an endorsement program. In the second hypothesis, there is a positive and significant influence of social media marketing on brand image among Yotta consumers. Thus, the results of this study have supported the study (Sanny et al., 2020) which shows where social media marketing has a significant influence on brand image. A business that succeeds in becoming a brand will have a special position in the minds of consumers and will build a business identity (Bilgin, 2018). Besides that, research (Moslehpour et al., 2020) states that social media marketing directly and significantly affects brand image.

The third hypothesis does not have a positive and significant effect on the endorsement program on the purchase intention of Yotta consumers. In this study, it is not suitable for the research conducted (Alunat & Ariyanti, n.d.). This happened because public figures did not encourage users to always use Yotta products so celebrity endorsers were not able to make Yotta brand sales better. Following the research that has been done (Miah et al., 2022) reveals that all parties in charge of promoting their products through endorsements cannot arouse consumer buying interest in shopping.

This supports the research put forward by (Wijayaa et al., 2021), advertising results have a negative impact when the celebrity does not have a special relationship with the recommended product, conversely, if there is no compatibility between the endorser and the product or brand, it can create an emotional relationship with consumers and supporters.

The fourth hypothesis, there is a positive and significant effect of social media marketing on the purchase intention of Yotta consumers. In line with this, the results of the study (Moslehpour, 2020) show that social media marketing also drives consumer purchase intention. A study (Anton, 2022) confirms that social media marketing has a positive effect on consumer purchase intentions so in this case social media marketing by companies cannot be avoided. A study (Sitinjak & Pramudita, 2021) also found that social media marketing has a positive effect on consumer purchase intentions. Fifth hypothesis, there is a positive and significant influence of brand image on the purchase intention of Yotta consumers. This study is supported by research (Adriana et al., 2022) that brand image affects purchase intention. In line with research (Watung et al., 2022) states that brand image has a positive and significant effect on online purchase intentions. Study. (Eka et al., 2021) found that the variable that has the greatest influence on purchase intention is the brand image. In this case, the better the product image, the greater the purchase intention.

The sixth hypothesis, there is a positive and significant indirect effect of the endorsement program variable on purchase intention through the brand image to Yotta consumers. This means that the brand image variable can be used as a mediating variable between the endorsement program and purchase intention so that the greater the endorsement program will affect the brand image, the brand image will further enhance and make the purchase intention also higher. According to research (Ayu et al., 2020) states that brand image has a positive and significant effect by providing a mediating effect on the influence of endorsement programs on purchase intention. In this case, it is following previous research which said that brand image plays an important role in communicating the effect of celebrity endorsements on purchase intention (T. N. Putri & Batam, 2022).

In addition to the seventh hypothesis, there is a positive and significant indirect effect of social media marketing variables on purchase intentions through the brand image to Yotta consumers. That is, when the brand image variable is used as a mediating variable between social media marketing and purchase intention, better social media marketing can influence brand image so that it increases and also makes purchase intentions higher.



Research (Sitinjak & Pramudita, 2021) claims that marketing using social media can influence consumer intentions to buy through a brand. This research is also supported by previous studies which show a significant relationship between social media marketing and purchase intention through brands (Savitri et al., 2021);(Adriana et al., 2022).

Conclusion

Some consumers feel they don't know or know Yotta's endorsement program. Suggestions that can be given are that Yotta is expected to be able to create new stimuli in the form of programs that are dominated by celebrity roles so that they are better known by people from various circles. Companies can also make adjustments to product characteristics with celebrity endorsement figures to produce a more precise view of consumers. As well as consumers feel they lack the desire to spread information on brands, products, and services from social media Instagram @yotta_id to other users. Therefore, the advice given is to provide programs that encourage consumers to spread information on social media in the form of giveaways, funny content, or games.

This study has limitations: (1) In this study, the majority of respondents were teenagers and young adults, thus making it impossible to justify this finding for a wider demographic of respondents. (2) The data obtained in this study came from online questionnaires, making it difficult for respondents to ask questions if they did not understand the questions and caused misunderstandings when answering the questionnaires. (3) This study only uses quantitative methods to find out how social media marketing influences consumer purchase intentions. For further research, you can use qualitative methods or even mixed methods to dig deeper into the research topic.

References

- Abd Aziz, Z. D., Ariffin, S., & Omar, M. K. (2020). The Impact of Celebrity Endorsement on Millennials' Purchase Intention towards Local Health and Beauty Product. *Advances in Business Research International Journal*, 6(2), 92–100.
- Adiba, S. T., Suroso, A., & Afif, N. C. (2020). The Effect of Celebrity Endorsement on Brand Image in Determining Purchase Intention. *Journal of Accounting, Business and Management (JABM)*, 27(2), 60. <https://doi.org/10.31966/jabminternational.v27i2.700>
- Adriana, T., Ellitan, L., & Lukito, R. S. H. (2022). Pengaruh Social Media Marketing Dan Electronic Word Of Mouth Terhadap Purchase Intention Melalui Brand Image Pada Scarlett- Whitening Di Surabaya. *Jurnal Ilmiah Mahasiswa Manajemen : JUMMA*, 11(1), 21–29. <https://doi.org/10.33508/jumma.v11i1.3947>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858.
- Ahmad, A. H., Idris, I., Mason, C., & Chow, S. K. (2019). *The Impact of Young Celebrity Endorsements in Social Media Advertisements and Brand Image Towards the Purchase Intention of Young Consumers*. 10(5), 54–65. <https://doi.org/10.5430/ijfr.v10n5p54>
- Alunat, S. K., & Ariyanti, M. (n.d.). *Pengaruh Endorsement Terhadap Sikap Konsumen Dan Minat Pembelian Produk Kosmetik Pada Online Shop Dengan Media Sosial Instagram The Effect Of Endorsement Toward Consumer Attitude And Purchase Intention On Cosmetics Product In Online Shop Through Instagram Social Media*.
- Anton, litiver metta, W. (2022). The Effect of Social Media Marketing and Celebrity Endorsement Toward Online Purchase Intention In Indonesia. *Jurnal Pendidikan Dan Konseling*, 4, 1816–1825.
- Ayu, I. G., Febriati, U., Nyoman, N., & Respati, R. (2020). The Effect of Celebrity Endorser Credibility and Product Quality Mediated by Brand Image on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, 3, 464–470.
- Barreda, A. A., Nusair, K., Wang, Y., Okumus, F., & Bilgihan, A. (2020). The impact of social media activities on brand image and emotional attachment: a case in the travel context. *Journal of Hospitality and Tourism Technology*.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Eka, F., Setio, V., & Tiarawati, M. (2021). *The Effect of Social Media Influencer and Brand Image on Online Purchase Intention During The Covid-19 Pandemic*. 2(3), 163–171.
- Fitri, F. R. (2018). The influence of celebrity endorsement in social media instagram on attitude towards brand and brand image to customer purchase intention. *Jurnal Akuntansi, Manajemen Dan Ekonomi*, 20(2), 7–17.
- Masato, E. (2021). The Effect of a Celebrity Endorser on Purchase Interest through Brand Image. *KnE Social Sciences*, 188–199.
- Miah, M. R., Shikder, R., Hossain, A., Saha, T., & Neger, M. (2022). Evaluating the impact of social media on online shopping behavior during COVID-19 pandemic: A Bangladeshi consumers' perspectives. *Heliyon*, e10600. <https://doi.org/10.1016/j.heliyon.2022.e10600>
- Moslehpour, M., Ismail, T., Purba, B. I., & Lin, P. K. C. (2020). The Effects of Social Media Marketing, Trust, and Brand Image on Consumers' Purchase Intention of GO-JEK in Indonesia. *ACM International Conference Proceeding Series*, 5–10. <https://doi.org/10.1145/3387263.3387282>



- Pahlevi, M. H. E., Arifin, R., & Athia, I. (2022). Pengaruh Sosial Media Dan Celebrity Endorser Terhadap Minat Beli Pada Bisnis Thrift Shop (Studi Thrift shop D₂ dalbow Kota Batu₂ _secondbrand Kota Batu₂). *Jurnal Ilmiah Riset Manajemen*, 11(19).
- Putri, N. N., Safira, T., Sadewo, P., Sejati Ananda, A., & Program, M. (2022). *The Impact of Endorser on Social Media Engagement and Consumers' Purchase Intention: Case of Indonesian Footwear Brands*.
- Putri, T. N., & Batam, U. I. (2022). *Analisa Peran Celebrity Endorser Terhadap Purchase Intention dengan Brand Image Sebagai Mediating Pada Industri Kuliner di Kota Batam*. XIII(1), 128–139.
- Rahmawan, G., & Suwitho, S. (2020). The Influence of Brand Image, Brand Awareness, Perceived Quality on School Shoes Purchase Intention. *International Conference of Business and Social Sciences*.
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). *Purchase Intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust*. 10, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Savitri, C., Hurriyati, R., Wibowo, L. A., & Hendrayati, H. (2021). The role of social media marketing and brand image on smartphone purchase intention. *International Journal of Data and Network Science*, 6(1), 185–192. <https://doi.org/10.5267/J.IJDNS.2021.9.009>
- Sekaran, Holliday, C. O. J., Schmidheiny, S., Watts, P., Schmidheiny, S., Watts, P., Montgomery, H., Pmi, University of Pretoria, Gentry, R. R., Lester, S. E., Kappel, C. V., White, C., Bell, T. W., Stevens, J., Gaines, S. D., Zavadskas, E. K., Cavallaro, F., Podvezko, V., ... Branch, B. (2018). Pengaruh Testimoni Dan Selebgram Endorsment Terhadap Minat Pembelian Pada Online Shop Melalui Media Sosial Instagram Mahasiswa Fakultas Syariah Iain Ponorogo. *Pakistan Research Journal Of Management Sciences*, 7(5).
- Sitinjak, T., & Pramudita, E. (2021). The Effect Of Social Media Marketing And Electronic Word Of Mouth On Purchase Intention Through Brand Image On Tokopedia, Shopee, And Bukalapak Users In Jakarta. *Jurnal Manajemen*, 10(2), 1–10.
- Sugiyono, P. D. (2016). *Metode Penelitian Kuantitatif Kualitatif dan R&D*, Bandung: CV. ALVABETA.
- Utami, S. P., Setyowati, N., & Mandasari, P. (2020). *Celebrity Brand Ambassador and e-WOM as Determinants of Purchase Intention : A Survey of Indonesian Celebrity Cake*. 05001, 1–9.
- Watung, M., Massie, J. D., Ogi, I. W., & Ekonomi dan Bisnis Jurusan Manajemen, F. (2022). *Pengaruh Electronic Word of Mouth Dan Celebrity Endorser Dengan Brand Image Terhadap Purchase Intention Pembelian Tiket Online (Studi Pada Situs Traveloka)* *Influence of Electronic Word of Mouth and Celebrity Endorse With Brand Image To Online Ticket Buyin*. 10(1), 1181–1191.
- Wijayaa, O., Sulistiyani, S., Pudjowati, J., Kurniasih, N., & Purwanto, A. (2021). The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers. *International Journal of Data and Network Science*, 5(3), 231–238.