

THE EFFECT OF CELEBRITY ENDORSER ON BRAND AWARENESS AND IT'S IMPACT ON PURCHASE DECISION

(Study on Undergraduate Student of Oppo Smartphone in Malang City)

UNDERGRADUATE THESIS

**Proposed to Pursue Undergraduate Thesis Examination at Faculty of
Administrative Science of Brawijaya University**

**Laras Ayu Wijyaningrum
NIM. 145030207121013**



as Supervisor:

Andriani Kusumawati, S.Sos., M.Si., DBA

Inggang Perwangsa Nuralam, SE, MBA

**BRAWIJAYA UNIVERSITY
FAKULTY OF ADMINISTRATIVE SCIENCE
DEPARTEMENT OF BUSINESS ADMINISTRATION
CONCENTRATED IN MARKETING
MALANG
2018**

MOTTO

لَا يُكَافُّ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

“Allah tidak akan membebani seseorang melainkan sesuai dengan kesanggupannya”



APPROVAL SHEET

Title : **The Effect of Celebrity Endorser on Brand Awareness and It's Impact on Purchase Decision (Study on Undergraduate Student User of Oppo Consumer in Malang City)**

Created by : **Laras Ayu Wijyaningrum**

Student ID : **145030207121013**

Fakulty : **Administrative Science**

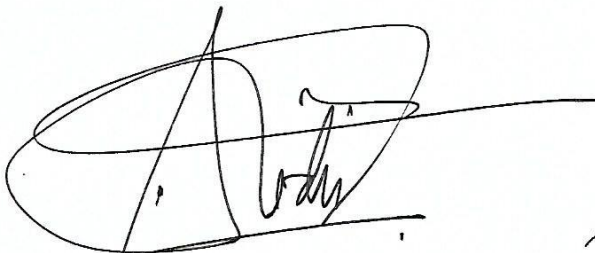
Major : **Business Administration**

Consentration : **Marketing Management**

Malang, 3rdJune2018

Chairman of Supervisor

Member of Supervisor



Andriani Kusumawati, S.Sos., M.Si., DBA.
NIP. 19760414 200212 2 002



Inggang Perwangsa Nuralam, SE, MBA
NIP. 2014058404111001



VALIDATION SHEET

This undergraduate thesis has been examined in front of the board of examiners, Faculty of Administrative Science Brawijaya University at:

Day : Friday
 Date : 13rd Juli 2018
 Time : 10.00 WIB
 Written by : Laras Ayu Wijyaningrum
 Title : The Effect of Celebrity Endorser on Brand Awareness and It's Impact on Purchase Decision (Study on Undergraduate Student User of Oppo Smartphone in Malang City)

And declared
PASSED

BOARD OF EXAMINER

Chairman,

Andriani Kusumawati, S.Sos., M.Si., DBA
NIP. 19760414 200212 2 002

Member,

Inggang Perwangsa Nuralam, SE, MBA
NIP. 2014058404111001

Member,

Edriana Pangestu, SE., Msi., DBA
NIP. 19770321200612201

Member,

Brillyanes Sanawiri, SAB, MBA
NIP. 2012018312281001



STATEMENT OF ORIGINALITY

I declare in truth, as far as I know that in these research of minor thesis, there are no scientific works which have been submitted by other parties to obtain works or opinions that have been written or published by others in the past time except those which are quoted and mentioned in the source of citations and bibliography or references page. If there is any element of plagiarism, I am willing to take the risks that my academic degree of bachelor will be aborted, and this minor thesis will be instantly unpublished. I am also ready to be punished according to applicable law based on Indonesian Constitution (UUD) No. 20, Year of 2003, Verse 2 of Article 25 and Article 70.

Malang, 3rd June 2018

The Author



Laras Ayu Wijyaningrum
NIM. 145030207121013



SUMMARY

Laras Ayu Wijayaningrum, 2018. **The Effect of Celebrity Endorser on Brand Awareness and It's Impact on Purchase Decision** (Study on Undergraduate Student User of Oppo Smartphone in Malang City). Andriani Kusumawati, S.Sos., M.Si., DBA, Inggang Perwangsa Nuralam, SE., MBA213Hal + xvi

This research aimed to (1) explain the influence of Celebrity Endorser on Brand Awareness, (2) explaining the influence of Celebrity Endorser on Purchase Decision, (3) explaining the influence of Brand Awareness on Purchase Decision.

The type of this research is explanatory research with quantitative approach. The variables of the research are *Celebrity Endorser*, *Brand Awareness* dan *Purchase Decision*. The criteria of population in this research are (1) Undergraduate Student User of Oppo Consumer with 18-22 years old as the minimum of age, (2) Have bee seen Oppo Advertisement that use Celebrity Endorser, and (3) Had purchased Oppo Product. The sampling technique for this research was using purposive sampling and the data collection method by distributiononline questionnaire to 116 respondents according to population criteria. Data analysis used descriptive analysis and path analysis.

The results showed (1) Celebrity Endorser has significant influence on Brand Awareness, (2) Celebrity Endorser has significant influence on Purchase Decision, (3) Brand Awareness has significant influence on Purchase Decision. Which is, the influence of the relationship between Celebrity Endorser to Brand Awareness with total influence of 0.570. The effect of Brand Awareness on Purchase Decisions is 0.255. While thereis direct effect of Celebrity Endorser on Purchase Decision of 0.577 and have indirect effect through Brand Awareness, which is equal to 0.145 with total effect is 0.722. Based on the results of research, the company should improve the quality of their advertisement by using celebrity endorser by choosing the right celebrity endorser criteria to fit the Oppo Smartphone product that wants to advertised. Through intense Celebrity Endorser is expected more consumers are aware and make purchases of Oppo Smartphone.

Keywords: Celebrity Endorser, Brand Awareness, Purchase Decision and Smartphone

RINGKASAN

Laras Ayu Wijayaningrum, 2018. **The Effect of Celebrity Endorser on Brand Awareness and It's Impact on Purchase Decision** (Study on Undergraduate Student User of Oppo Smartphone in Malang City). Andriani Kusumawati, S.Sos., M.Si., DBA, Inggang Perwangsa Nuralam, SE., MBA213Hal + xvi

Penelitian ini bertujuan untuk (1) menjelaskan pengaruh *Celebrity Endorser* terhadap *Brand Awareness*, (2) menjelaskan pengaruh *Celebrity Endorser* terhadap *Purchase Decision*, (3) menjelaskan pengaruh *Brand Awareness* terhadap *Purchase Decision*.

Jenis penelitian ini adalah eksplanatori (*explanatory research*) dengan pendekatan kuantitatif. Variabel pada penelitian ini terdiri dari *Celebrity Endorser*, *Brand Awareness* dan *Purchase Decision*. Kriteria populasi dalam penelitian ini adalah konsumen yang berstatus sebagai mahasiswa aktif S1 dengan usia minimal 18 tahun-22 tahun, pernah melihat iklan dari Oppo Smartphone, dan telah melakukan pembelian salah satu produk Oppo Smartphone. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan metode pengumpulan data melalui kuesioner secara online kepada 116 responden yang sesuai dengan kriteria populasi. Analisis data yang digunakan adalah analisis deskriptif dan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan bahwa 1) *Celebrity Endorser* berpengaruh secara signifikan terhadap *Brand Awareness*, (2) *Celebrity Endorser* secara signifikan terhadap *Purchase Decision*, (3) *Brand Awareness* secara signifikan terhadap *Purchase Decision*. Ketiga diantaranya yakni, pengaruh hubungan antara *Celebrity Endorser* terhadap *Brand Awareness* dengan pengaruh sebesar 0.570. Pengaruh *Brand Awareness* terhadap *Purchase Decision* sebesar 0.255. Sedangkan pengaruh *Celebrity Endorser* terhadap *Purchase Decision* terdapat pengaruh secara langsung sebesar 0.577 dan mempunyai pengaruh tidak langsung melalui *Brand Awareness*, yakni sebesar 0.145 sehingga didapatkan total pengaruh sebesar 0.722. Berdasarkan hasil penelitian, sebaiknya perusahaan Oppo Smartphone dapat meningkatkan kualitas iklan mereka dengan menggunakan *Celebrity Endorser* dengan cara memilih kriteria *Celebrity Endorser* dengan tepat agar sesuai dengan produk Oppo Smartphone yang akan diiklankan. Melalui peningkatan *Celebrity Endorser* diharapkan semakin banyak konsumen yang sadar dan melakukan pembelian terhadap Oppo Smartphone.

Kata kunci: *Celebrity Endorser*, *Brand Awareness*, *Purchase Decision*, dan *Smartphone*

PREFACE

Al-hamdu lillahi rabil ‘alamin.

Upon the completion of my minor thesis, I would like to present my deepest gratitude to Allah for blessing and strength that have been given to me in finishing my minor thesis entitled “**The Effect of Celebrity Endorser on Brand Awareness and It’s Impact on Purchase Decision** (Study on Undergraduate Student User of Oppo Smartphone in Malang City)”. This minor thesis is appealed to complete the eligibility to be a Bachelor of Business Administration in Faculty of Administrative Science of Brawijaya University.

I am aware that this paper is still imperfect, and I do realize that this minor thesis could be well completed because of supports by many persons. Therefore, I would like to deliver my sincere thanks to those honorable persons. Their uncompromising quest for excellence has significantly shaped me in the learning process. Thus, my deepest thanks for:

1. Bapak Prof. Dr. Bambang Supriyono, M.S. as the Dean of Administrative Science Faculty in Brawijaya University.
2. Bapak Dr. Drs. Mochammad Al Musadieg, MBA. as the Head of Business Administration Department in Administrative Sciences Faculty, Brawijaya University.
3. Ibu Nila Firdausi Nuzula, S.Sos., M.Si., Ph.D as head of Business Administration Program, Faculty of Administrative Sciences, Brawijaya University.

4. Ibu Andriani Kusumawati, S.Sos., M.Si., DBA. as chairman of the supervisor and Bapak Inggang Perwangsa Nuralam, SE, MBA as member of supervisor of my minor thesis, for his encouragement, patience and guidance given to me upon the completion of this minor thesis.
5. All the honored lecturers of Business Administration Department in Faculty of Administrative Science, Brawijaya University that have given their all-in teaching and sharing knowledge during my years of study. Also, all the staffs and cavity of Administrative Science Faculty that have helped students with the administration process.
6. Dear parents of researchers, Ayu Amalia and Sundjojo tirelessly provide prayers and moral support as long as researchers study.
7. The best brother of researcher, Pramudya Dio who has always been a personal entertainer to the researcher.
8. All of my classmates, “K-Class Business Administration 2014”, especially Rani, Mitha, Nasya, Warits, Henry, Nanda, Joe, Tirta, Aldo, Dito, Iqbal, Vicky, Hendra and everybody that I cannot mention one by one thanks for four years of amazing classes.
9. Friends from Kos Bunga Pinang Merah Friends Hilda, Hazrina, Bella, Fita, Icha, Rifka and Ike for amazing years living together.
10. High school best friend of researcher Putri and Sitha who always support and giving motivation from different city.

11. AIESEC Brawijaya period 2016 and 2017, especially the best partners from Program Sales Department and IGE Executive Sales.
12. Friends who have helped and support in completion of this thesis, Tata, Kak Yoga, Kak Ovan, Nana, Dezla, Della, Veve, Namira, Uci.
13. All other parties who helped me through this research that I couldn't mention here.

The researcher expressed gratitude for all the support and assistance that has been given during the making of the thesis. For the sake of the perfection of this minor thesis, criticism, and suggestions that are constructive are expected by the author. Hopefully, this research can be useful and make a meaningful contribution to the parties who need.

Malang, 3rd June 2018

Laras Ayu Wijyaningrum

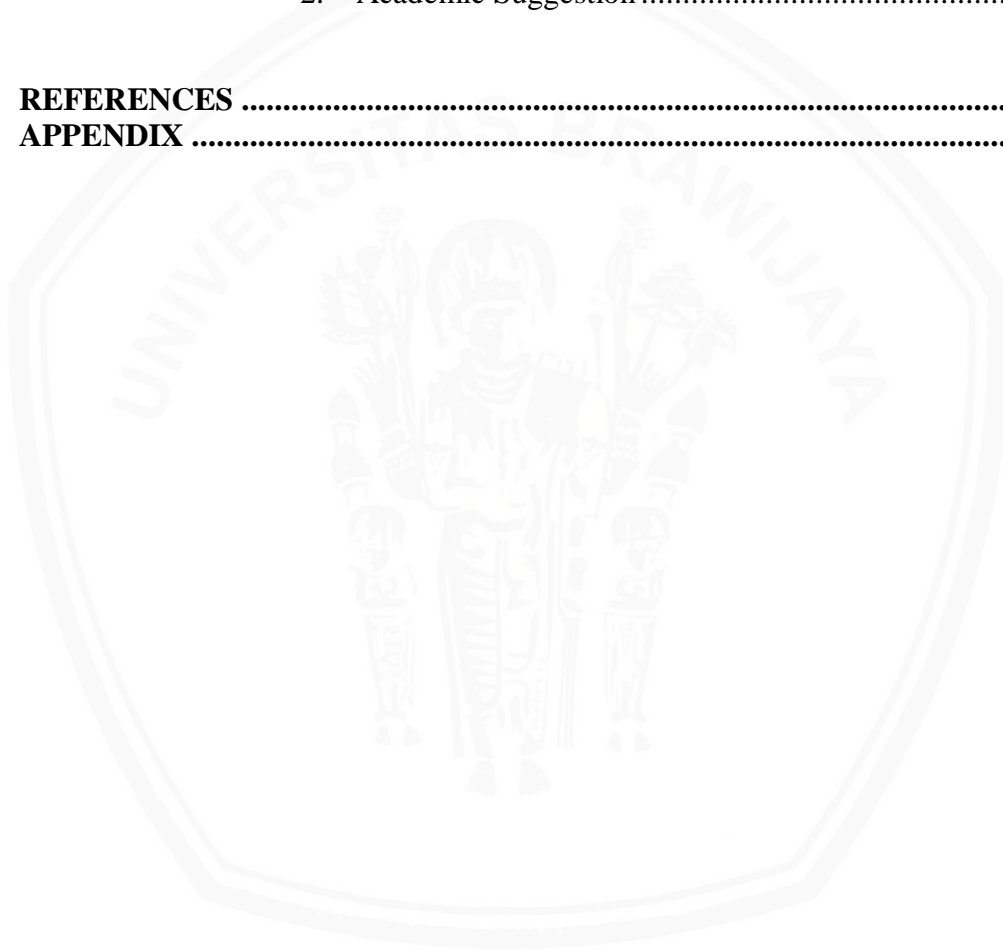
TABLE OF CONTENTS

	Pages
MOTTO	i
APPROVAL SHEET	ii
VALIDATION SHEET	iii
STATEMENT OF ORIGINALITY	iv
SUMMARY	v
RINGKASAN	vi
PREFACE	vii
TABLE OF CONTENTS.....	x
LIST OF TABLE	xiv
LIST OF FIGURES	xv
LIST OF APPENDIX	xvi
CHAPTER I INTRODUCTION	1
A. Background	1
B. Research Problem.....	7
C. Research Objective.....	7
D. Research Contribution	7
E. Minor Thesis Proposal Structure.....	8
CHAPTER II LITERATURE REVIEW	10
A. Empirical Review	10
1. Kwanzu (2012)	10
2. Low and Lim (2012)	11
3. Herdiani (2013).....	12
4. Kiswalini and Nurcahaya (2014)	13
5. Wijanarko (2012).....	13
6. Ateke and Onwujiariri (2016)	14
7. Babu and Latha (2014).....	15
8. Ndlela and Tinashe (2016)	16
9. Welden (2014)	17
10. Kaman and Nainggolan (2017).....	17
11. Yuet <i>al.</i> (2013).....	18
12. Byun (2014).....	19
13. Sharma and Gil (2015).....	20
14. Linet <i>al.</i> (2015).....	21

15. Perera and Dissanayak (2013)	21
B. Theoretical Review	32
1. Celebrity Endorser	32
2. Brand Awareness	37
3. Purchase Decision	41
C. Relationship between Variables	44
D. Research Model Hypothesis	47
CHAPTER III RESEARCH METHODOLOGY	49
A. Type of the Research	49
B. Research Location	49
C. Variables, Definition of Operational Variables, and Measurement Scale	50
1. Variables	50
2. Operational Variable Definition	51
3. Measurement Scale	59
D. Population and Sample	60
1. Population	60
2. Sample Size	60
3. Sampling Technique	62
E. Data Collection Techniques	63
1. Data Type	63
2. Data Collection Method	63
3. Research Instrument	64
F. Validity and Realibility Testing	65
1. Validity Testing	65
2. Reliability Testing	66
3. Validity Testing Result	67
4. Reliability Testing Result	68
G. Data Analysis	69
1. Descriptive Analysis	69
2. Path Analysis	69
CHAPTER IV RESULT AND DISCUSSION	73
A. General Description of Product on the Research	73
1. Oppo Smartphone Profile	73
2. Vission and Mission	74
B. General Description of Respondents	75
1. Respondent's Profile Based on Gender	75
2. Respondent's Profile Based on on Age	76
3. Respondent's Profile Based on University	76
4. Respondent's Profile Based on Allowance	77
5. Respondent's Profile Based on Already Purchase	77

	OppoSmartphone	78
6.	Respondent's Profile Based on Oppo Types	78
7.	Respondent's Profile Based on How Long Using OppoSmartphone	80
8.	Respondent's Profile Based on Reason Using Oppo Smartphone	81
9.	Respondent's Profile Based on Already Seen Advertisement of Oppo Smartphone	82
10.	Respondent's Profile Based on Who Oppo Smartphone's Celebrity Endorser Liked.....	82
11.	Respondent's Profile Based on Reason that OppoSmartphone's Celebrity Endorser Liked	83
12.	Respondent's Profile Based on Purchase Oppo Smartphone because Get Influenced by Celebrity Endorser	84
13.	Respondent's Profile Based on Where seen Oppo Smartphone Advertisement that Used Celebrity Endorser	85
14.	Respondent's Profile Based on Celebrity Endorser Create Brand Awareness to Product and Giving Influence the Purchase Decision	86
C.	Descriptive Analysis Result	87
1.	Frequency Distribution of Variable Celebrity Endorser (X).....	87
2.	Frequency Distribution of Variable Brand Awareness (Y ₁)	97
3.	Frequency Distribution of Variable Purchase Decision (Y ₂)	105
D.	Path Analysis Result	109
1.	Path Coefficient of Celebrity Endorser and Brand Awareness	109
2.	Path Coefficient of Celebrity Endorser and Purchase Decision	110
3.	Path Coefficient of Brand Awareness and Purchase Decision	110
4.	Direct, Indirect, and Total Effect	111
5.	Path Analysis Result.....	113
6.	Assesment Model.....	114
E.	Discussion of the Research	115
1.	The Influence of Celebrity Endorser on Brand	

Awareness	115
2. The Influence of Celebrity Endorser on Purchase Decision	117
3. The Influence of Brand Awareness on Purchase Decision	119
CHAPTER V CONCLUSION AND RECOMMENDATION	126
A. Conclusion	126
B. Suggestion	127
1. Practical Suggestion	127
2. Academic Suggestion	124
REFERENCES	125
APPENDIX	130

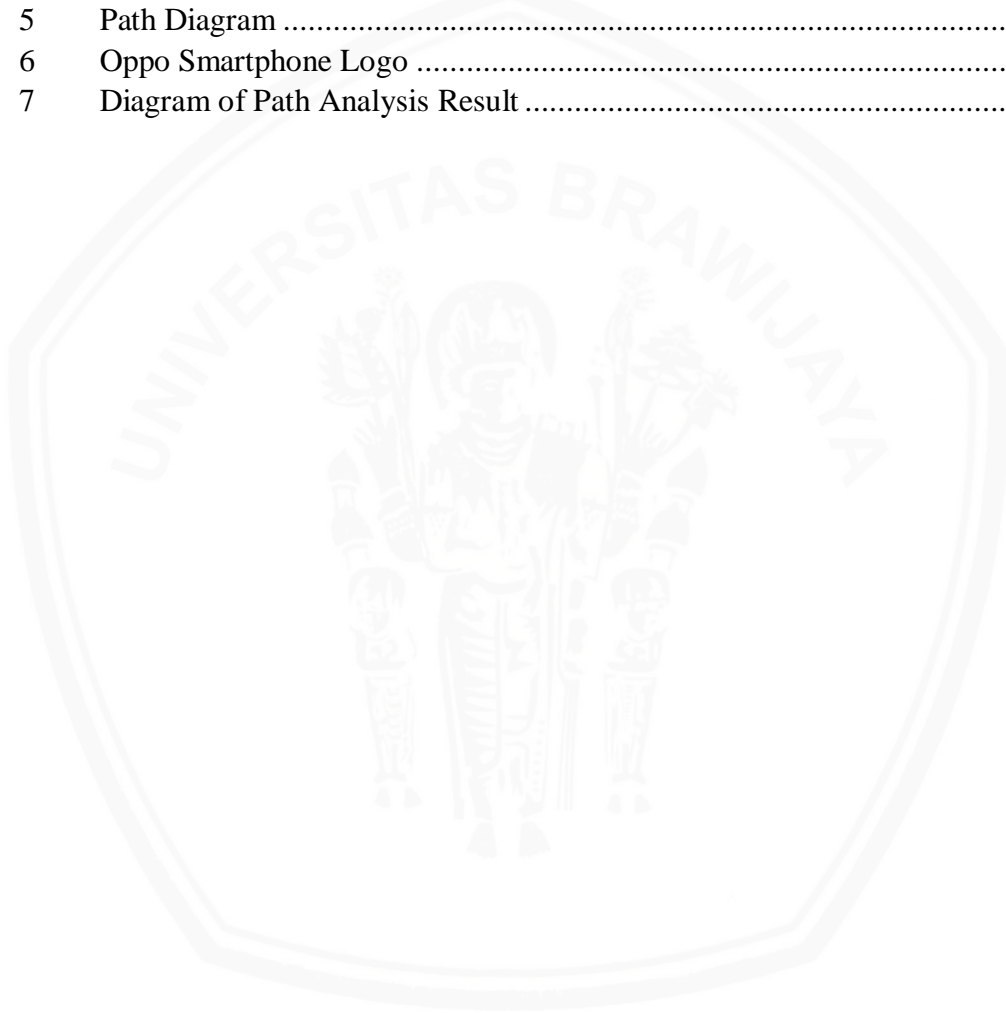


LIST OF THE TABLES

No	Title	Page
1	Top Five Smartphone Vendor Q1 2017 Preliminary Data	5
2	Most Popular Smartphones Q2-2016 in Indonesia	6
3	Previous Research Mapping	23
4	Operational Variable Definition	57
5	Likert Scale	59
6	Validity Test Result.....	67
7	Reliability Test Result	68
8	Frequency of Distribution Based on Gender	75
9	Frequency of Distribution Based on on Age	76
10	Frequency of Distribution Based on University	77
11	Frequency of Distribution Based on Allowance	78
12	Frequency of Distribution Based on Oppo Types	79
13	Frequency of Distribution Based on How Long Using Oppo Smartphone	80
14	Frequency of Distribution Based on Reason Using Oppo Smartphone	81
15	Frequency of Distribution Based on Who Oppo Smartphone's Celebrity Endorser Liked	83
16	Frequency of Distribution Based on Reason that Oppo Smartphone's Celebrity Endorser Liked	84
17	Frequency of Distribution Based on Purchase Oppo Smartphone because Get Influenced by Celebrity Endorser	85
18	Frequency of Distribution Based on Where seen Oppo Smartphone Advertisement that Used Celebrity Endorser	86
19	Frequency of Distribution Based on Celebrity Endorser Create Brand Awareness to Product and Giving Influence the Purchase Decision	87
20	Criteria of Mean Score	87
21	Frequency Distribution of Variable Celebrity Endorser	88
22	Frequency Distribution of Variable Brand Awareness	98
23	Frequency Distribution of Variable Purchase Decision	106
24	The Result of Path Coefficient Testing of Celebrity Endorser and Brand Awareness.....	109
25	The Result of Path Coefficient Testing of Celebrity Endorser and Purchase Decision	110
26	The Result of Path Coefficient Testing of Brand Awareness and Purchase Decision	111
27	The Recapitulation of Direct Effect, Indirect Effect and Total Effect	112

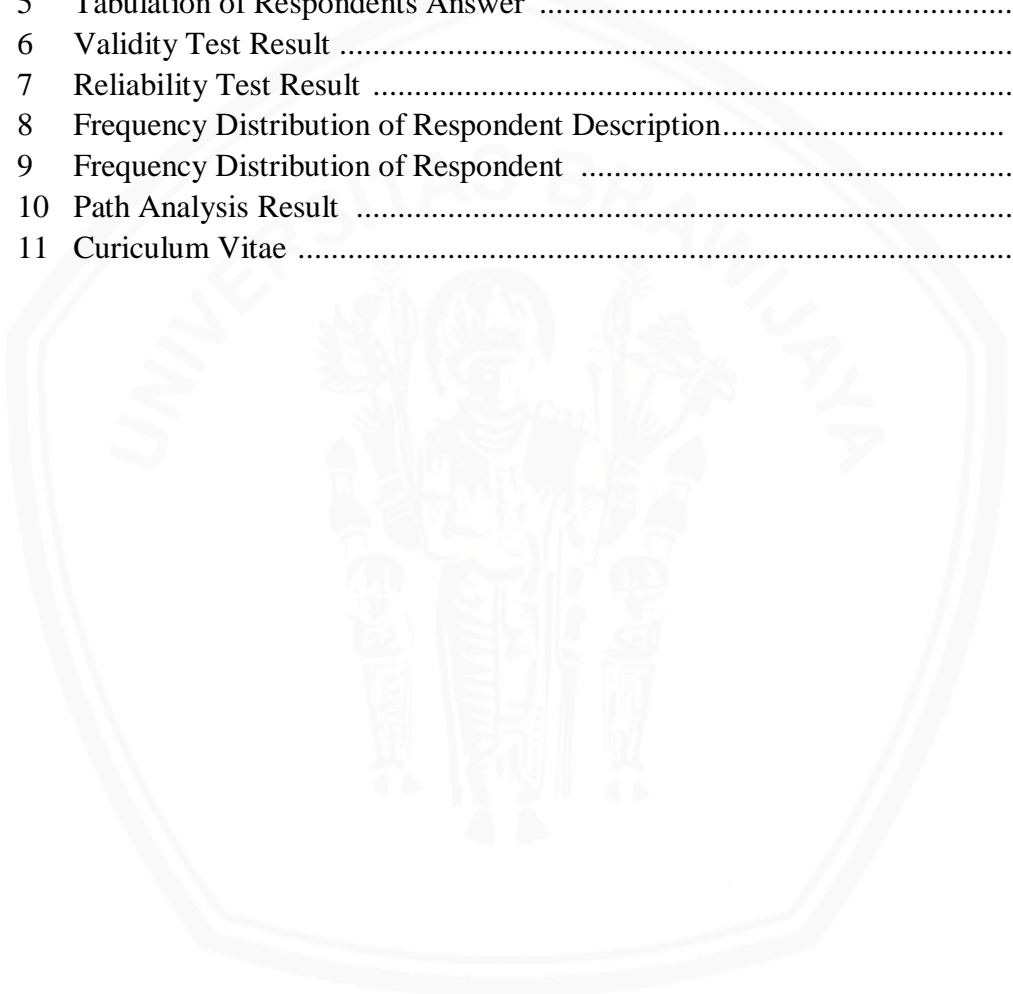
LIST OF THE FIGURES

No	Title	Page
1	Estimated number of mobile phones user worldwide 2017	2
2	Aaker Brand Equity Model.....	40
3	Brand Awareness Pyramid	41
4	Research Model Hypothesis	49
5	Path Diagram	73
6	Oppo Smartphone Logo	76
7	Diagram of Path Analysis Result	112



LIST OF THE APPENDIXS

No	Title	Page
1	Calculation of the Sample	130
2	Research Questionnaires	131
3	Research Questionnaires in English	139
4	Tabulation of Respondent Data	147
5	Tabulation of Respondents Answer	163
6	Validity Test Result	180
7	Reliability Test Result	195
8	Frequency Distribution of Respondent Description.....	196
9	Frequency Distribution of Respondent	200
10	Path Analysis Result	210
11	Curriculum Vitae	212



CHAPTER I

INTRODUCTION

A. Background

Humans exchange information through communicating to other people. Communication is a part of our everyday lives. Certainly, we can never live without it (Patil, 2013). In the last two decades, technological developments have had an impact that gives big influence to all aspects of human life. Those thing that developed very rapidly and became the trigger of the existing development is communication. The development of the times contribute in communicating, if at a time before the development of communication technology, people can communicate to people face to face. Through development of communication technology, communication process can be done without limitation of time, distance and place. A real example of the development of technology is the smartphone.

Smartphone is a mobile phone with a built-in microprocessor, memory, display and modem (Williams & Sawyer, 2011). Smartphones are no longer used only for communication media but also to be considered by some manufacturers to make the smartphone as a medium of entertainment and education. Smartphone is not only to call and send messages, but also has some more features, especially supporters in internet access is getting easier and faster. The smartphones, being a very new invention of humanity, became an inherent part of human's life. Smartphone are already owned

by everyone, from children to adult. The development of an increasingly advanced era makes people to obtain information easily and quickly because everything is accessible online.

Nowadays, smartphones are very attractive market. The number of mobile phone users in the world will pass 5 billion by the middle of this year, according to a study released by GSMA, the world's cellular operator association shown in Figure 1.1. Estimated number of mobile phones user worldwide 2017

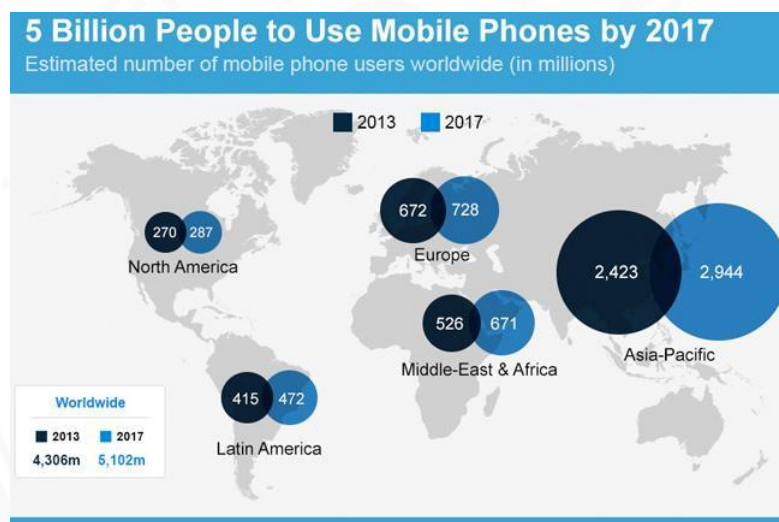


Figure 1: Estimated number of mobile phones user worldwide 2017
Source : www.statista.com (2017)

Over time, so many smartphone brands began to appear with a variety of innovations and quality provided by the mobile phone company to get attention from their consumer to buy their products. But the famous smartphone brand remains the target of smartphone lovers, especially if the brand of its smartphone is already known in the market and worldwide. Smartphone brands must have advantages and disadvantages of each other.

Various strategies must be prepared by the company to respond and outperform competitors who also have their own advantages. Right now, smartphone company are so aggressive in moving, releasing and promoting their best products. The using of brand endorser is one of strategy that has also been successfully done by some smartphone brand.

Research conducted Babu (2014: 299) states that celebrity endorser able to influence consumer to purchase. Products introduced by a celebrity will be more easily remembered by consumers and make it easier for marketer to attract the attention of consumers, to form the image and increase consumer trust. According to Shimp (2003: 459), endorsers are advertisement advocates or who also known as advertising stars to support a product. While celebrities are commonly used to attract attention of the audience and plays an important role in raising awareness of the product. Celebrities are movie stars, entertainers or athletes who are known by community because of its ability in specific areas that can support the product being advertised. Shimp (2003: 460) argues that the celebrity endorser is using the artist as an ad star in the media, ranging from print media, social media, and telegraph media. Celebrities can be used as a quick tool to represent the market segment targeted (Royan, 2005: 12).

The selection of celebrity endorsers in an advertisement can not be done randomly. The accuracy of the selection of celebrities as endorser is very important to adjust the characteristics of the celebrity with a particular brand or product. Agrawal and Kamakura (1995) concluded that the advertisements

using celebrity is more effective than the advertisements using non-celebrity which shows a great contrast between celebrity and non-celebrity. The advantage for the company if use celebrity endorser as advertisement media is really favorable, especially if the company have a celebrity who is at the top of his career and have a big fanbase as their celebrity endorser. The accuracy of the selection of endorsers can be based on the inherent characteristic of the endorser, so it will be generating brand awareness for the consumer on the brands it supports.

By creating the right brand image for a product, it will be very useful for marketers, because the brand image will affect consumers's assessment of the expected brand alternatives and not only meet the needs of consumers, but also can provide better and more secure satisfaction. With the presence of brand awareness will grow the brand image owned by a brand itself and can support the consumer's purchase decision. The implication, brand awareness is influenced by advertising recall which will influence purchase decision (Aaker,2008).

International Data Corporation (IDC) research institute announced their report on smartphone sales worldwide in the first quarter of 2017 that shown in Table 1. The result, there is a sales increase of about four percent of the number 332.9 million devices sold in the same period in 2016 ago, to 347.4 million. Despite not having a significant increase in sales, smartphone giants Samsung and Apple still hold more than 37 percent of the world's smartphone market. Below them are three Chinese manufacturers, Huawei, Oppo, and

Vivo. Oppo and Vivo itself is the largest sales growth producer earlier this year. Their number of successful products sold increase 29.8 percent and 23.6 percent over the same period last year.

Table 1 Top Five Smartphone Vendor Q1 2017 Preliminary Data by International Data Corporation (IDC)

Vendor	Q1 2017 Shipment Volume	Q1 2017 Market Share	Q1 2016 Shipment Volume	Q1 2016 Market Share	Year Over Year Change
Samsung	79.2	22.8%	79.2	23.8%	0.0%
Apple	51.6	14.9%	51.2	15.4%	0.8%
Huawei	34.2	9.8%	28.1	8.4%	21.7%
Oppo	25.6	7.4%	19.7	5.9%	29.8%
Vivo	18.1	5.2%	14.6	4.4%	23.6%
Others	138.7	39.9%	140.0	42.1%	-1.0%
Total	347.4	100.0%	332.9	100.0%	4.3%

Source : IDC Quarterly Mobile Phone Tracker (2017)

Notes : Q1 = First Quarter

Currently smartphone users in Indonesia continue to increase. Digital marketing research institute Emarketer states that Indonesia is ranked fifth list of the largest smart-phone users in the world. Indonesia's population of 250 million is a big market. Indonesian smartphone users are also growing rapidly. Digital marketing research institute Emarketer estimates that by 2018 the number of active smartphone users in Indonesia is more than 100 million people. Indonesia will be the country with the fourth largest smartphone active users in the world after China, India, and America. There are many brands of smartphone that people in Indonesia use. Shown in Table 2. The most popular Smartphone in Indonesia

Table 2 Most Popular Smartphones Q2-2016 in Indonesia

Brand	Country of Origin	Market Share
Samsung	South Korea	26%
Oppo	China	19%
Asus	Taiwan	9%
Advan	Indonesia	8%
Lenovo	China	6%

Source : International Data Cooperation (2017)

According to International Data Corporation (IDC), the remarkable marketing efforts of Oppo Smartphone in developing countries like in Indonesia are the key to their success. Oppo Smartphone have a creative way of delivering advertisements to attract consumers and create brand preferences. In addition to advertising in the television media, they also actively install media campaigns on billboards and offline stores, as well as bringing a better after-sales service. The using of Celebrity endorser is a recipe that has also been successfully done by Blackberry when first present in Indonesia imitated by Oppo very well. Oppo managed to increasing its image and popularity in Indonesia by using some familiar brand ambassadors, Chelsea Islan (actress), Reza Rahardian (actor, Rio Haryanto (F1 Racer), Isyana Sarasvati (singer) and many more.

Based on the background and the results of previous research, the problems that want to focus on this research is the influence of celebrity endorser on brand awareness and its impact to purchase decision with survey on undergraduate student user of Oppo Smartphone in Malang City that seen Oppo advertisement that use celebrity endorser and had purchased Oppo Smartphone.

B. Reseach Problem

Based on the background described that the problem formulation in this research are :

1. Does Celebrity Endorser has a significant influence on Brand Awareness?
2. Does Celebrity Endorser has a significant influence on Purchase Decision?
3. Does Brand Awareness has a significant influence on Purchase Decision?

C. Research Objective

Based on the problem formulation that has been described above, the purpose of this research are :

1. Identifying and explaining that celebrity endorser has a significant influence on brand awareness.
2. Identifying and explaining that celebrity endorser has a significant influence on purchase decision.
3. Identifying and explaining that brand awareness has a significant influence on purchase decision.

D. Research Contribution

This research intends to have following contributions :

1. Theoretical Contribution
 - a. The result of this study are expected to provide an overview and clearer advice in the field of consumer behaviour science in

the discussion of celebrity endorser phenomenon that happened in some countries, especially about the influence of celebrity endorser to the brand awareness and its impact to the purchase decision.

- b. Can be used additional information and references to the reader through theory marketing management, especially in terms of celebrity endorser

2. Practical Contribution

To provide an overview of information, views and suggestions are for the company as their basic decision making in order to set the strategy that use celebrity endorser in advertising to get brand awareness from consumer and influence their purchase decision.

E. Minor Thesis Proposal Structure

In order to clarify this study, then formulated a systematic writing is general overview of the discussion and the research chapter as the outline.

The structure is as follows:

CHAPTER I INTRODUCTION

This chapter contains the explanation of background, research problems, research objectives, contribution of research and systematic discussion.

CHAPTER II LITERATURE REVIEW

This chapter contains the explanation of theoretical basis of the research. This chapter discusses the theories used in this research include celebrity endorser and purchase intention.

CHAPTER III RESEARCH METHODS

This chapter contains the description of techniques used in this research. The research techniques include the type of research, variables, indicators, and its, population and sample, sampling techniques, data collecting technique, instrument testing, and data analyzing technique.

CHAPTER IV RESEARCH RESULT AND DISCUSSION

This chapter will explain about general description of research location, general description of respondent, descriptive analysis result, path analysis result and discussion.

CHAPTER V CONCLUSION AND RECOMMENDATION

This chapter consists of conclusion and recommendation of this result that will be helpful for further research.

CHAPTER II

LITERATURE REVIEW

A. Empirical Review

To give empirical review of this research, there were several studies discussed in this chapter.

1. Previous Research

a. Research by Kwanzu (2012)

The title of this research is The Impact of Celebrity Endorsement Advertising on Consumers' Purchase Decision and Brand Awareness in China Market. The main aim of this research is to evaluate the impact of celebrity endorsement advertising on consumers' purchase decision and brand awareness in China Market. This research used quantitative approach with stratified sampling. Approximately 420 sample respondent. The variable consists of celebrity endorsement, purchase decision and brand awareness. To analyze the data the author used path analysis.

The result show that majority of the Chinese consumers are influenced more by celebrity endorsement in which celebrity brand congruence is apparent. The results indicate that Chinese consumers have a tendency to critique celebrity endorsements. Hence, endorsements that show an apparent relationship through some form of imagery or some relationship between the celebrity and the product

endorsed impact more. As a result, it is emerging that celebrity endorser advertisements are increasingly losing uniqueness as the Chinese market continues to evolve.

b. Research by Low and Lim (2012)

The title of this research is Impacts of Celebrity Endorser on Malaysian Young Consumers: An Empirical Study in The Sports Industry. The main aim of the study is to gain a deeper understanding of the impact of celebrity endorsers leading to purchasing decisions and behavioral intentions of young consumers in sports related products. Utilizing simple random sampling, questionnaire were distribute to 367 respondents age between 15-40 who have at least one experience in purchasing sports branding products before. The variable in this research are celebrity endorser, brand equity and purchase decision. Varimax rotation used to analyze this research.

This research showed that a majority of the consumers agreed that celebrity endorsers enhanced brand awareness and brand association. The consumers agreed that the celebrity endorser would be able to capture their attention towards the brand whenever they saw the advertisement featuring the celebrity. The younger generation was also more receptive about the latest happenings on the media and surroundings. The respondents concurred that the celebrity endorser helped them to easily identify and differentiate the various brands in the market which led to better product knowledge hence being more

confident in their purchase decisions. It is also found that Malaysian young consumers perceive the celebrity endorser as a role model who influences their buying decisions. The research also found that negative celebrity information will negatively influence consumers' purchasing decisions due to the reason that the society tends to relate a celebrity's personal life to his profession.

c. Research by Herdiani (2013)

The title of this research is The Influence of Celebrity Endorser, Brand Image to Customer Buying Decision. This research aim is to know and to analyze about the effect of celebrity endorser, brand image to customer buying decision at Rabbani Tasikmalaya. An accidental sampling was conducted with 55 respondents. Celebrity endorser, customer purchase decision and brand image are the variable in this research. This research use path analysis to analyze the research. The tool of analyze applied was path analysis.

The result of this research was indicated that the celebrity endorser and brand image simultaneously and partially have a significant impact on consumer purchasing decisions Rabbani Tasikmalaya. It is suggested to the company to increase the celebrity endorser of younger people being a trendsetter for young people, the promotion is also in electronic media or print media, local, and continue to enhance design innovation for the veil and for other fashion products.

d. Research by Kiswalini and Nurcahaya (2014)

This title of this research is The Effect of Celebrity Endorser, Brand Image, and Consumer Trust on Purchase Decision. The purpose of this research is to determine the effect of celebrity endorser, brand image, and consumer confidence in the purchase decision. The survey took from 100 respondents. Determination of sample used by accidental sampling technique, with criteria the sample in this study is the buyer of Honda Vario motorcycles already earning and before making a purchase have ever seen or pay attention to advertising on Honda Vario motorcycle products.

The variable used in this research are celebrity endorser, brand image, consumer trust, and purchase decision. The analytical tool used in this study is multiple linear regression analysis. The result show Celebrity endorser positively affects the purchasing decision of the bike Honda Vario Motor in Denpasar City, Brand image positively affects the decision to purchase a bicycle Honda Vario Motor, and Consumer confidence has a positive effect on purchasing decision Honda Vario motorcycles in Denpasar City.

e. Research by Wijanarko (2012)

The title of this research is Effect of Celebrity Endorser and Product Quality to Purchasing. The main aim of this research is to The influence of Celebrity Endorser on Brand Image and Its Impact on Purchase Decision. The type of this research is explanatory research

with quantitative method. The variables are Celebrity Endorser, Brand Image and Purchase Decisions. The population in this research is kriwul coffee and pool's customer who was seen the ads and buy the TOP Coffe. Utilizing purposive sampling, questionnaire was distributed to 116 respondents. Data were analyzed by path analysis.

The results showed that Celebrity Endorser Variable have significant effect on Brand Image Variable, Brand Image Variable have significant effect on Purchase Decisions Variable and Celebrity Endorser Variable have significant effect on Purchase Decision Variable. Brand image variables are needed to strengthen the presence of celebrity endorsers against purchasing decisions.

f. Research by Ateke and Onwujiariri (2016)

This research title is "Brand Awareness: Does Celebrity Endorsement Help?". The main purpose of this research is investigated the nexus between celebrity endorsement and brand awareness. The study utilized data collected from three hundred and eighteen 318 customers of fast food firms in Port Harcourt. To analyze the data the author used spearman's rank order correlation. The findings are that celebrity endorsement is positively and significantly associated with brand recognition and brand recall.

The study concluded that there is a positive and significant relationship between celebrity endorsement and brand awareness; and recommends that fast food firms in Port Harcourt which seek to remain

competitive through enhanced brand recognition and brand recall should employ celebrity endorsement as a strategic marketing communication tool in presenting their marketing messages to their audiences.

g. Research by Babu and Latha (2014)

The title of this research is The Impact of Celebrity Endorsement on Purchase Decision of Telecom Users- A Case of Engineering. The present research paper focuses on examining the perception of these Indian youth Consumers about the celebrity endorsement process and the subsequent impact on their purchase decisions. A structured interview questionnaire approach has been adopted to investigate the attitude of the young engineering student consumer towards celebrity endorsement and how it affects their purchase decision. The questionnaire was get from 218 respondents with random sampling. Celebrity endorsement and purchase decision are the variable for this research. This research used one way anova to analyze the data.

Conclusion implies that consumers have developed wider prospective in terms of celebrity endorsed products. The scope of the study could be an interesting extension where future generation is incredible sources for corporate to grab and the way they reach to their consumers along with brand is a smart game. Celebrity endorsement impact would be particularly important in the Indian context since

different age groups have different levels of perceptions on their trustful and likeable celebrities. Overall the findings from this study explores that there is a impact of celebrities in advertisements on consumers to Identify a Brand in India

h. Research by Ndlela and Tinashe (2016)

The title of this research is Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty as Antecedene of South African Young Consumer' Purchase Behaviour. The main purpose of this research is examine whether or not South African marketers can utilise celebrity endorsement to promote their products or brands to young consumers effectively and to establish whether brand recall, brand awareness, brand loyalty and purchase behaviour are positively influenced by celebrity endorsement advertising. The survey was taken from 325 respondents with Simple random sampling. The variable in this research are celebrity endorsement advertising, brand awareness, brand recall, brand loyal and purchase behavior. Structural Equation Modeling (SEM) is used to analyze this research.

The conclusion are celebrity endorsement directly and positively affects, brand awareness, purchase behaviour, brand recall, brand loyalty. It is important to also note that brand awareness and purchase behaviour are negatively correlated implying that consumers merely knowing about a brand is not motivation enough for them to be loyal to that brand. However, the extent to which it does so depends on how well

the marketing communications team executes the strategy in the relevant target market.

i. Research by Welden (2014)

The title of this research is Influence of Celebrity Endorsement of Smartphones in Creating Customer Loyalty Among University Youth in Nairobi. The purpose of this research is to find out the effect of celebrity credibility and physical attractiveness on customer loyalty to the brand endorsed. A mixed method approach was adopted where a survey involving 250 youth respondents, interviews with key informants from at least four mobile phone companies and three focus group discussion were conducted. Celebrity's physical attractiveness, credibility of the endorser and loyalty among the youth consumers are the variable in this research.

Conclusion drawn from the analysis is that celebrity endorsement is effective in influencing sales but customer loyalty is majorly influenced by consumer experience. This, therefore, was in agreement with the meaning transfer theory and contradicted the source credibility and physical attractiveness theories. The study recommends that Smartphone companies should invest more in their technology to better customer experience as opposed to celebrity endorsement.

j. Research by Kaman and Nainggolan (2017)

This research title is Effect of celebrity Endorser, Brand Awareness and

Price of product on the Purchase Intention of Noodle. The main of this research is to determine the effect of the celebrity endorser Sule and Maya Septha, brand awareness and product prices on the establishment of purchase intention of noodle in the sub-city Pinang Tangerang. Purposive sample was used in this research to find 100 respondents. Celebrity endorser, brand awareness, price of the product and purchase intention are the variable in this research. Descriptive analysis and multiple linear regression analysis are used to analyze this research. It shown there is a positive and significant influence between the variables Celebrity endorser, Brand awareness and product prices to the formation of variable Mie Successfully Buying interest. Based on t test results, the variable most dominant influence in shaping the noodle Successfully Buying interest is Brand awareness.

k. Research by Yu *et al.*(2013)

The research title is Impact of Celebrity Endorsement in Advertising on Brand Image Among Chinese Adolscents. This researcg aims to identity attributes of celebrity endorsers and attributes of celebrity endorsement advertisements that are most appealing to the adolescents. The research also seeks to examine adolescentsperceptions about how celebrity-endorsement advertisements work.. A convenience sampling was conducted with 76 respondents. Celebrity endorsement and brand Imageare the variables in this research.

Comparison Analysis are used to analyze this research and the results found that interviewees were best able to recall celebrity endorsers whom they considered attractive, funny and expressive. They identified popularity, a good image, and congruence between the celebrity's image and that of the brand as important factors for marketers to consider in selecting celebrity endorsers. A majority of the interviewees perceived that using a celebrity in an ad would increase brand awareness, attract the celebrity's fans, encourage trial, and enhance purchase confidence.

1. Research by Byun (2014)

The title of this research is Impact of K-Pop Celebrity Endorsement on Thai Brand Image. The aim of this research is to identify attributes of celebrity endorsers and attributes of celebrity endorsement advertisements that are most appealing to the adolescents. The article also examines adolescents' perceptions about how celebrity-endorsement advertisements work. In order to achieve the objectives, both qualitative and quantitative approaches were used. Data collection consisted of a questionnaire survey which was administered to 200 participants aged from 13 to 15 in Bangkok metropolitan area and an in-depth interview with brand executives of brand B-ing and Masita.

The variable in this research are celebrity endorsement and brand image. Statistic model like frequency, percentage, average score and standard deviation correlation analysis is used to analyze this

research. The findings from the survey revealed that the 4 attributes of the endorsers had a significant influence on the endorsed brand image. Also, the comparative analysis between the respondent perceptions and marketer insight indicated a few flaws in the endorsement strategy.

m. Research by Sharma and Gil (2015)

The title of this research is Effect of Celebrity Endorsement on Customers Purchase Decision: (A study of Life-Style Products). The study aims to analyze the effect of celebrity endorsements on customers purchase decision. The study focuses on the customers way of recognizing the celebrities and stars that how they are endorsing the life style products through media, television, Internet and magazines to create the enthusiasm of purchasing among customers. 50 respondents with convenience sample was used to fill the questionnaire. Celebrity endorsement and customer purchase decision are the variable in this research.

Path analysis is used to analyze this research. Celebrity endorsements have always been considered as the most effective way of launching the innovative branded products in the market. Celebrities accessibility, Regional Appeal Factors, Popularity, Attractiveness and belief system are some of the important platform which are raised when we deeply focus on the study of celebrity promotions in terms of life style products. So generally celebrity promotions are very good and most tremendous panorama of creating realistic situation among

customers that they must take proper purchasing decision in terms of life style brands and encourage others also to get purchase it.

n. Research by Lin *et al.* (2015)

The title in this research is Does the Endorser's Nationality Matter? An Investigation of Young Taiwanese Consumers' Selecting Smartphone. The aim in this research is to examine whether the match or mismatch between the endorser's nationality and the brand's country of origin affects consumers' purchase intention. A questionnaire was used from 450 respondents with random sampling. The nationalities of endorsers, two attitudes of domestic consumers toward Korea and purchase intention of consumers are the variable in this research.

The conclusion shown that the using of animosity celebrity endorser has a negative effect on purchase intention. The same relationship between consumer animosity and purchase intention. The use of animosity celebrity celebrities in advertisements may lead to the negative feelings of some consumers toward products and/or brands endorsed. This phenomenon is particularly significant for consumers who have a strong animosity toward Korea.

o. Research by Perera and Dissanayak (2013)

The title in this research is The Impact of Brand Awareness, Brand Association and Brand Perceive Quality on Female Consumer Purchase Decision of Foreign Make up Products. This research's aim is

to find the impact of Brand Awareness, Brand Association and Brand Perceived Quality on female consumer's buying decision of foreign makeup products. The sample size was 200 female consumers who represented the youth segment with simple random sampling. Brand awareness, brand association, perceived quality of brands and purchase decision are the variables in this research. The tool to analyze the research is Cronbach's Alpha Analysis. Results revealed that there were significant relationships between Brand Awareness, Brand Association and Brand Perceived Quality and female consumers buying decision of foreign makeup products and those elements were having a high impact on female consumers buying decision of foreign makeup products.

The previous research that support in this research is from the behavioural aspect of celebrity endorser. There are similarity and difference between this research and previous research. The result of previous research and models might have different in conclusion to apply to the latest condition in Indonesia. Previous research and this research are different in location, object, subject, time, method or analysis, and generally conducted in foreign countries that have different economic, law, and cultural environment from Indonesia. This research tries to examine the influence effect of celebrity endorser on brand awareness and impact to the purchase decision on Undergraduate student user of Oppo consumer in Malang City.

For more details, the prior research mapping can be found in the Table 3 in the next page.

Table 3 Previous Research Mapping

	Authors	Title	Purpose	Research Method			Result
				Sample	Variables	Analysis Method	
a	Kwanzu (2012)	The Impact of Celebrity Endorsement Advertising on Consumers' Purchase Decision and Brand Awareness in China Market	To evaluate the impact of celebrity endorsement advertising on consumers' purchase decision and brand awareness in China Market	420 respondents with probability sampling(stratified sampling)	Independent variables: - Celebrity endorsement Dependent variables: - Purchase Decision - Brand Awareness	Path Analysis	Majority of the Chinese consumers are influenced more by celebrity endorsement in which celebrity brand congruence is apparent. The results indicate that Chinese consumers have a tendency to critique celebrity endorsements. Hence, endorsements that show an apparent relationship through some form of imagery or some relationship between the celebrity and the product endorsed impact more on Chinese consumers purchase intention than those in which the endorser prescribes the product to the consumers through word of mouth.

Continued from Table 3

	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
b	Low and Lim (2012)	Impacts of Celebrity Endorser on Malaysian Young Consumers : An Empirical Study in The Sports Industry	To gain a deeper understanding of the impact of celebrity endorsers leading to purchasing decisions and behavioral intentions of young consumers in sports related products.	367 respondent with simple random sampling	Independent variables: - Celebrity endorser Dependent variables: - Brand equity - Purchase decisions	Varimax rotation	Celebrity endorsers do impact the young consumers in some ways as they refer to the celebrities as an important reference group but the impact is not significant. It is also found that Malaysian young consumers perceive the celebrity endorser as a role consumer purchasing other decision. It is suggested to model who influences their buying decisions. The research also found that negative celebrity information will negatively influence consumers' purchasing decisions due to the reason that the society tends to relate a celebrity's personal life to his profession.
c	Herdiani (2013)	The Influence of Celebrity Endorser, Brand Image to Customer Buying Decision	To know and to analyze about the effect of celebrity endorser, brand image to customer buying decision at Rabbani Tasikmalaya	55 respondents with Accidental Sampling	Independent variables: - Celebrity endorser	Path analysis	The celebrity endorser and brand image simultaneously and partially have a significant impact on the company to increase the celebrity endorser of younger people being a trendsetter for young people, the

Continued from Table 3

	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
					Dependent variable: - Customer Purchase Decision - Brand Image		promotion is also in electronic media or print media, local, and continue to enhance design innovation for the veiland for other fashion products.
d	Kiswali ni and Nurcaha ya (2014)	The Effect of Celebrity Endorser, Brand Image, and Consumer Trust on Purchase Decision	To determine the effect of celebrity endorser, brand image, and consumer confidence in the purchase decision	100 respondent with accidental Sampling	Independent variables: - Celebrity Endorser - Brand Image - Consumer Trust Dependent variables: Purchase Decision	Multiple linear regression analysis	The results showed that the celebrity endorser, brand image, and consumer confidence positive and significant impact on purchasing decisions of a Honda Vario motorcycles in Denpasar City.
e	Wijanar ko (2012)	The influence of Celebrity Endorser on Brand Image and Its Impact on Purchase Decision	The study aims to understand and clarify the influence of Celebrity Endorser on Brand Image, the effect of Brand Image on Purchase	116 respondents purposive sampling	Independent variables: - Celebrity Endorser Dependent variables: - Purchase	Path Analysis	Celebrity Endorser Variable have significant effect on Brand Image Variable, Brand Image Variable have significant effect on Purchase Decisions Variable and Celebrity Endorser Variable have significant effect on

Continued from Table 3

	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
			Decisions, the influence of Celebrity Endorser on Purchase Decisions of Celebrity Endorser on Purchase Decisions		Decision - Brand Image		Purchase Decision Variable. Brand image variables are needed to strengthen the presence of celebrity endorsers against purchasing decisions. n the presence of celebrity endorsers against purchasing decisions.
f	Ateke and Onwujia riri (2016)	Brand Awareness: Does Celebrity Endorsement Help?	Investigated the nexus between celebrity endorsement and brand awareness	318 respondent with accidental sampling	Independent variables: - Celebrity endorsement Dependent Variable: - Brand Recognition - Brand Recall	Spearman's Rank Order Correlation	Celebrity endorsement and brand awareness are positively and significantly correlated. This is because celebrity endorsement is positively associated with brand recognition and brand recall. It therefore holds that a well calculated use of celebrity advertising will cause an increase in brand awareness.hence it is recommended that fastfood brands which seek to remain competitive through enhanced brand recognition and recall should employ celebrity endorsement as a strategic marketing communication tool in presenting their marketing messages to their audiences.

Continued from Table 3

	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
g	Babu and Latha (2014)	The Impact of Celebrity Endorsement on Purchase Decision of Telecom Users- A Case of Engineering	To analyze consumer behaviour to engineering students on Celebrity Endorsement and how that can influence their purchase decision	218 respondent with random sampling	Independent variables : - Celebrity endorsement Dependent Variable : - Purchase decisions	One Way ANOVA	Consumers have developed wider prospective in terms of celebrity endorsed products. Celebrity endorsement impact would be particularly important in the Indian context since different age groups have different levels of perceptions on their trustful
h	Ndlela and Tinashe (2016)	Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty as Antecedene of South African Young Consumer' Purchase Behaviour	To examine whether or not South African marketers can utilise celebrity endorsement to promote their products or brands to young consumers effectively and to establish whether brand recall, brand awareness, brand loyalty and purchase behaviour are positively influenced by celebrity endorsement advertising.	325 respondent with Simple random sampling	Independent variables: - Celebrity endorsement advertising Dependent variables: - Brand awareness - Brand recall - Brand loyal - Purchase Behavior	Structural Equation Modeling (SEM)	Celebrity endorsement directly and positively affects, brand awareness, purchase behaviour, brand recall, brand loyalty. Brand awareness and purchase behaviour are negatively correlated implying that consumers merely knowing about a brand is not motivation enough for them to be loyal to that brand.

Continued from Table 3

No	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
i	Welden (2014)	Influence of Celebrity Endorsement of Smartphones in Creating Customer Loyalty Among University Youth in Nairobi	To find out the effect of celebrity credibility and physical attractiveness on customer loyalty to the brand endorsed.	250 youth respondent with purposive and simple random sampling	<p>Independent variables :</p> <ul style="list-style-type: none"> - Celebrity's physical attractiveness - Credibility of the endorser <p>Dependent Variable :</p> <ul style="list-style-type: none"> - Loyalty among the youth consumers 	Mixed methods content analysis	Celebrity endorsement is effective in influencing sales but customer loyalty is majorly influenced by consumer experience. This, therefore, was in agreement with the meaning transfer theory and contradicted the source credibility and physical attractiveness theories. The study recommends that Smartphone companies should invest more in their technology to better customer experience as opposed to celebrity endorsement.
j	Kaman and Nainggolan (2017)	Effect of celebrity Endorser, Brand Awareness and Price of product on the Purchase Intention of Noodle	To determine the effect of the celebrity endorser Sule and Maya Septha, Brand awareness and product prices on the establishment of purchase intention of noodle in the sub-city Pinang Tangerang.	100 respondent with purposive sampling	<p>Independent variables :</p> <ul style="list-style-type: none"> - Celebrity Endorser - Brand Awareness - Price of the product <p>Dependent Variable :</p> <ul style="list-style-type: none"> - Purchase Intention 	Descriptive analysis and multiple linear regression analysis	There is a positive and significant influence between the variables Celebrity endorser, Brand awareness and product prices to the formation of variable Mie Successfully Buying interest. Based on t test results, the variable most dominant influence in shaping the Mie Successfully Buying interest is Brand awareness.

Continued from Table 3

	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
k	Yu <i>et al.</i> (2013)	Impact of Celebrity Endorsement in Advertising on Brand Image Among Chinese Adolescents	To identify attribute of Celebrity Endorser and atribut of advertisement that use celebrity endorser that interest the Chinese Adolscent attention	76 respondent with convenience sampling	Dependent Variable : - Brand Image	Comparison Analysis	Celebrity endorsers that are considered interesting, funny and expressive can attract the attention of consumers, while the popularity, good image and and suitability of celebrities with the product can be a consideration in choosing a celebrity Endorser
l	Byun (2014)	Impact of K-Pop Celebrity Endorsement on Thai Brand Image	To identify perceived quality (preferred, quality, brand conformity) of Kpop celebrity in the eyes of Thai consumers to determine their influence on consumer attitudes and behavior	200 respondent with random sampling	Independent variables : - Celebrity endorsement Dependent Variable : - Brand Image	Statistic model like frequency, percentage, average score and standard deviation correlation analysis	The findings from the survey revealed that the likeability, credibility, similarity, and congruence with the brand attributes of the endorsers had a significant influence on the endorsed brand image. Also, the comparative analysis between the respondent perceptions and marketer insight indicated a few flaws in the endorsement strategy

Continued from Table 3

No	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
m	Sharma and Gil (2015)	Effect of Celebrity Endorsement on Customers Purchase Decision: (A study of Life-Style Products)	To analyze the effect of celebrity endorsements on customers purchase decision.	50 respondents with convenience sample	Independent Variable: - Celebrity endorsement Dependent : - Customer Purchase Decision	Path Analysis	Generally celebrity promotions are very good and most tremendous panorama of creating realistic situation among customers that they must take proper purchasing decision in terms of life style brands and encourage others also to get purchase it.
n	Lin et al. (2015)	Does the Endorser's Nationality Matter? An Investigation of Young Taiwanese Consumers' Selecting Smartphone	To examine whether the match or mismatch between the endorser's nationality and the brand's country of origin affects consumers' purchase intention.	450 respondents with random sampling	Independent variables: - The nationalities of endorsers - two attitudes of domestic consumers toward Korea Dependent variables: - The purchase intention of consumers	ANOVA analysis	The use of animosity celebrity endorser has a negative effect on purchase intention. The same relationship between consumer animosity and purchase intention. The use of animosity celebrity celebrities in advertisements may lead to the negative feelings of some consumers toward products and/or brands endorsed. This phenomenon is particularly significant for consumers who have a strong animosity toward Korea.

Continued from Table 3

No	Authors	Title	Purpose	Sample	Variables	Analysis Method	Result
o	Perera and Dissanayak (2013)	The Impact of Brand Awareness, Brand Association and Brand Perceived Quality on Female Consumer Purchase Decision of Foreign Make up Products	To find the impact of Brand Awareness, Brand Association and Brand Perceived Quality on female consumers' buying decision of foreign makeup products.	200 respondents with simple random sampling	<p>Independent variables:</p> <ul style="list-style-type: none"> - Brand awareness - Brand association - Perceived quality of brands <p>Dependent Variable:</p> <ul style="list-style-type: none"> - Purchase Decision 	Cronbach's Alpha Analysis	Brand Awareness was the most influential factor on female consumer purchase decision among other elements of brand equity. The Relationship between brand awareness and female consumers purchase decision of foreign makeup products is highly significant. Among the brand awareness indicators brand recognition had the highest correlation. This depicted that brand recognition had more influence towards the female consumer purchase decision of foreign makeup products.

A. Theoretical Review

1. Celebrity Endorser

a. Definition of Celebrity Endorser

The success of an advertising is inseparable from the role of a commercial star while promoting a product brand, especially when it is displayed in television media. The use of celebrity in a television media is an appropriate strategy alternative to introduce the product to consumer.

According to Shimp, (2003: 459), endorsers are ad advocates or who also known as advertising stars to support a product. While a celebrity is a character (actor, entertainer or athlete) who is known for his achievements in the different areas of the product that it supports (Shimp 2003: 460). Celebrities are seen as individuals who are loved by the community and have an attractive advantage that sets it apart from other individuals.

Shimp (2003: 460) argues that the celebrity endorser is using the artist as an ad star in the media, ranging from print media, social media, and telegraph media. In addition celebrities are used because of the attributes. His fame includes good looks, courage, talent, elegance, strength, and the sexual attraction that often represents the appeal desired by the brand which they advertise. The use of celebrity endorser is expected to represent brand image that impact on purchasing decisions. McCracken (1989) defines Celebrity endorsement as any individual who

enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement. Celebrity endorsement is the most effective and highlighted which can influence the customer if a company wants to create an image for its product or service. The combination of celebrity with brand should be according to the interest of target audience (Till, 1998).

b. The role of Celebrity Endorser

Here are some celebrity roles as a advertising model used companies in an advertisement (Schiffman and Kanuk, 2006: 65-74).

- a) Testimonials, if celebrities use the product personally then he can give testimony to the quality of the product or brand advertised.
- b) Endorsements, sometimes celebrities are asked to star in product advertisement where he is personally not an expert in that field.
- c) Actor, celebrities are asked to promote a particular product or brand related to the role he or she is currently starring in an certain program.
- d) Spokeperson, a celebrity who promotes the product in a certain time enter in group role spokeperson. Their appearance will be associated with the brand or product they represent.

The use of celebrities as advertisement stars is believed to interest the people who watch the advertisement. In addition to having the

advantage of publicity and the power of attention from consumers, celebrities also have the power as a tool for persuade, seduce and influence target consumers. Which use their fame in the society. Utilizing such fame is expected can attract consumers to make purchases of that product that advertised.

c. Celebrity Endorser Indicator

According to Shimp (2003: 470) said five special attributes endorser described by the acronym TEARS, where the TEARS is composed of:

1) Truthworthiness

Trustworthiness is the belief in the product of the imaging of a supporter, as Shimp (2003: 304) explains that trustworthiness refers to the honesty, integrity and believability of a source. Endorser trustworthiness simply reflects the fact that the prospective endorser of a brand vary in the degree to which the audience members have faith in what they have to say. Trustworthiness simply means the endorser of a multilevel brand to make the audience believe in what they say. Trustworthiness is the belief in the product of the imaging of a supporter, as Shimp (2003: 304) explains that trustworthiness refers to the honesty, integrity and believability of a source.

Endorser trustworthiness simply reflects the fact that the prospective endorser of a brand vary in the degree to which the audience members have faith in what they have to say. So

trustworthiness refers to the extent to which resources are viewed as having honesty, sincerity, and trustworthiness. Trustworthiness simply means the endorser of a multilevel brand to make the audience believe in what they say. If the source or endorser is the experts then trustworthiness leads more to the ability of experts to give confidence or confidence in consumers of a product.

2) Expertise

Expertise is a competitive advantage possessed by supporters to convince the audience in terms of skills, furthermore Shimp (2003: 205) explains that expertise refers to the knowledge, experience, or skills possessed by an endorser as they relate to the endorser brand. Expertise refers to the knowledge, experience or expertise possessed by an endorser associated with a supported brand. An endorser who is accepted as an expert on the brand he supports will be more persuasive in attracting an audience than an endorser who is not accepted as an expert.

3) Attractiveness

Shimp (2003: 304) explains that physical attractiveness refers to the trait of being regarded as a look at in terms of the particular group's concept of attractiveness. Attractiveness refers to the self that is considered as interesting to be seen in relation to the concept of a particular group with physical appeal. Shimp (2003: 305) states if people finds something on the endorser that he likes then the

persuasion works through identification. That is, through identification, people will adopt behavior, attitudes or preferences. When they find interesting things in the endorser. Endorsers with good physical appearance and non-physical characters of interest can support advertising and may generate audience interest in listening to advertisements (Belch and Belch, 2004). After explaining about attractiveness, the next explanation is respect and the following explanation

4) Respect

Respect is the award of the audience to a product after viewing and hearing information from the endorser, Shimp (2003: 306) explains that respect represents the quality of being admired or even esteemed due to one's personal qualities and accomplishments. Respect means quality that is appreciated or favored as a result of the quality of personal achievement. Celebrities are rewarded for their acting skills, exercise skills or personality and the quality of their political arguments. Individuals who are valued are also generally preferred, and this can be used to improve brand equity.

5) Similarity

Shimp (2003: 306) explains that similarity to the endorser matches an audience in terms of characteristics pertinent to the endorsement relationship-age, gender, ethnicity and so on. Similarity with the intended audience refers to the similarity between endorser and

audience in terms of age, gender, ethnicity, social status and so forth. This is reinforced by Belch and Belch (2004) who argue that similarity is a perception of audiences with regard to the similarity that endorsers possess, this resemblance can be demographic characteristics, lifestyle, personality, problems encountered as shown in advertisements.

2. Brand Awareness

a. Definition of Brand Awareness

According Durianto (2004: 54), brand awareness is the ability of a prospective buyer to recognize, recall a brand as part of a particular product category. The ability to identify a brand under different conditions, it consists of brand recognition and brand recall. Brand awareness is important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (Kwang-Ho, Minsung & Won-Moo, 2011).

Brand awareness refers to the ability of consumers to recall or recognise a brand, or simply whether or not consumers know about a brand (Keller, 2008). Furthermore brand awareness offers a sort of learning advantage for the brand (Keller, 2008). Brand awareness influences consumer decision-making, especially for low-involvement packaged goods. Brand awareness can be used by consumers as a

purchase decision heuristic (Macdonald, Emma K, and Sharp, 2000).
Therefore, brand awareness increases brand market performance.

The origin of the word brand awareness itself is from a fierce competition, a strong brand of competitors that raises a new brand that has the power of brand (Brand Equity) and can be seen from the Figure 2.

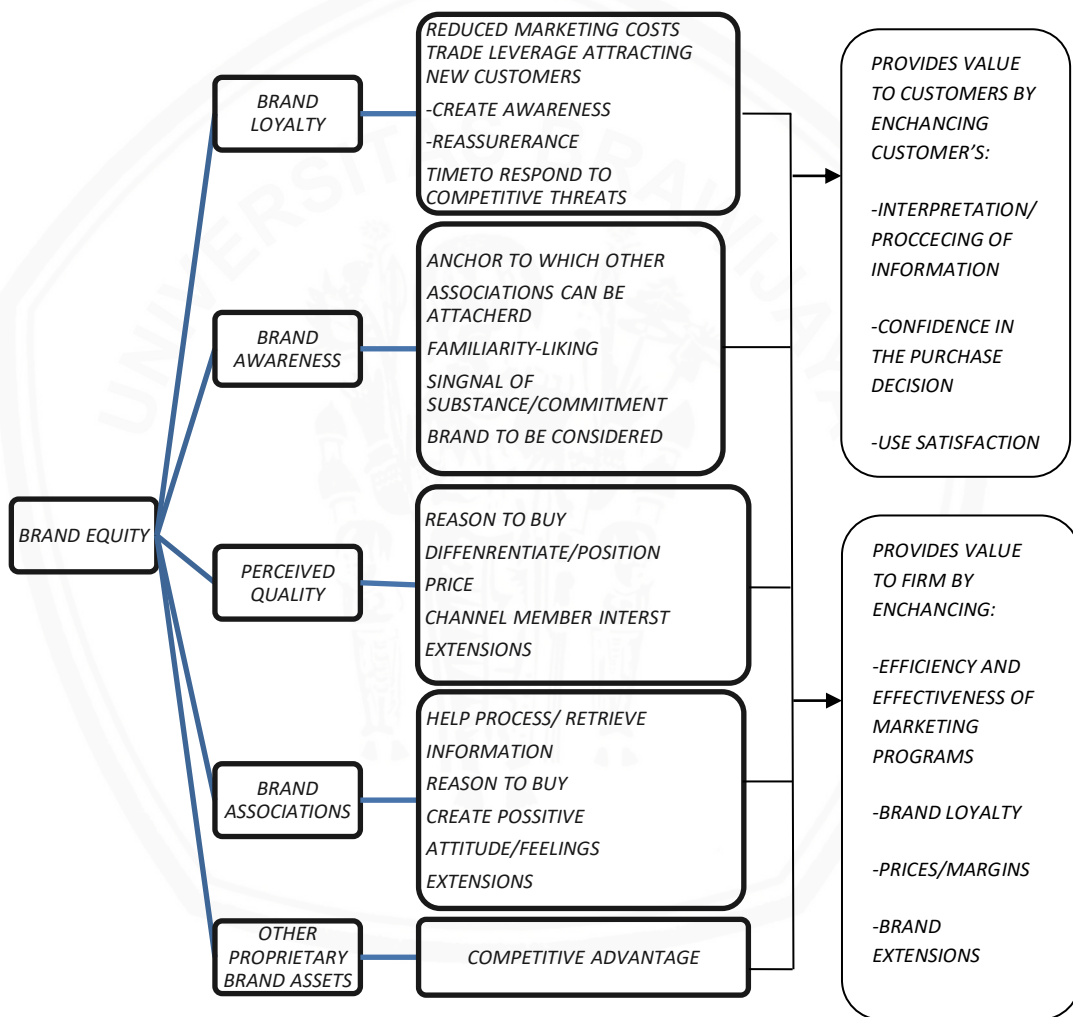


Figure 2: Aaker Brand Equity Model
Source : Macdonald & Sharp, 2000



It concluded brand awareness is one of strategy to achieve brand equity. According to Durianto et.al (2004: 4) brand equity is an inherent asset device in the brand name and symbol which is able to increase or decrease the value of a product or service for the company or customer. So that brand equity has the emotional form and strength of a network that owned by a brand, where brand awareness itself is the ability of a potential buyer to recognize and recall a brand.

The definition of experts on brand awareness can be concluded that brand awareness is a common goal of marketing communications, the existence of brand awareness is expected to be high whenever all of category of consumer's need appears, and the brand will be brought back from memory which is then taken into consideration various alternatives in decision making. Brand awareness shows knowledge consumers to the existence of a brand.

b. The Stage of Brand Awareness

Based on Aaker (1997), brand awareness has several stages from the lowest, not aware of the brand to the highest level that is top of mind that can be described in a pyramid. Pyramid brand awareness from low to high can be seen in Figure 2.2.



Figure 3: Brand Awareness Pyramid

Source: Aaker 1997

Brand Awareness pyramid consist of four stages, as follows:

1) Unaware of Brand

The lowest level in the brand pyramid, where consumers are unaware of a brand (Surachman, 2008). Consumers are not aware of a brand even though it has been done by aided recall

2) Brand Recognition

Brand Recognition is a minimal level of brand awareness where the introduction of a brand comes up again after reassembling through help (Darmadi et.al, 2004:57). In this stage, consumers can recognize a brand once the author mentions the brand.

3) Brand Recall

Brand Recall or brand reminders reflects what brands the respondent remembers after mentioning the brand that was first mentioned (Darmadi et.al, 2004:57)

4) Top of Mind

Top of mind is a brand mentioned first by consumers or which brand first appeared in the minds of consumers (Darmadi et.al,2004:57)

c. The Role of Brand Awareness

The role of brand awareness in helping brands can be understood with examines how brand awareness can create value. The strategy leading the brand awareness market into a source of other associations, familiar, likes, substance or commitment consider the brand, the clarity of these four values are as follows.

1) Brand Awareness become another source of association

Brand awareness become another source of association of a brand which high awareness will help another associations attached with the brand because the brand's value will be very high in the minds of consumers. This conditions shows that a brand with high awareness can create positive associations for other products.

2) Familiar

Consumers will be very familiar with the brand, and over time it will cause a high sense of love for the brand if the brand awareness of product is high.

3) Substance or commitment

Brand awareness can indicate the existence, commitment, and core that are very important for a company. So if the brand awareness is high, the presence of the brand can always be felt.

3. Purchase Decision

a. The Definition of Purchase Decision

Kotler (2008) Purchasing decision is the attitude of a person to buy or

use a product either goods or services that have been believed to satisfy themselves and willingness to endure the risk that may arise. Purchase decision is an action or consumer behavior. The determination of consumer whether or not to make a purchase or transaction, the number of consumers in making decisions to be one determinant of whether or not achieved corporate goals. According to Kotler and Armstrong (2008: 227) said that purchasing decisions are the stage of the decision process in which the consumer actually purchases the product.

Once the consumer has narrowed down the possible alternatives to just a few, there may make a decision to purchase. The consumer will decide whether to buy, and if so, then what, where and when to buy. Consumers may also postpone or forgo purchase decision, if none of the shortlisted alternatives meet their needs.

b. Purchase Decision Structure

According to Sunyoto (2013:85), purchase decision has structure of seven components. There are :

1) Decisions about the type of product

Consumers can make a decision to buy a product or use its money for other purposes. In this case the company provides other alternatives that will be considered by the consumers.

2) Decisions about the shape of the product

Consumers can make a decision to buy or use a particular product. Marketers must know the consumer's taste about the product to

maximize attractiveness.

3) Brand decisions

Consumers will choose which brands to buy, each brand has a difference in its strengths and weaknesses. Companies need to know how consumers choose a brand.

4) The decision about the seller

Consumers should take decisions where they will buy the product that they needed.

5) Decisions about amount of products

Consumers will make a decision about how many products will be purchased. It may be more than one unit. Companies must prepare how many products that they produce to fulfil wants and needs consumers which are different each other.

6) Decision about the time of purchase

Consumers will decide when they buy a product. This problem is related to finances. Companies need to know the factors that influence consumer decisions within the time of purchase, so the company knows when high and low demand.

7) Decision on how to pay

Consumers must make decisions about what kind of payment will be made for the transaction. Companies need to know what consumers want about payment.

B. Relationship between Variables

1. Celebrity Endorser and Brand Awareness (H₁)

Brand awareness refers to the ability of consumers to recall or recognise a brand, or simply whether or not consumers know about a brand (Keller, 2008). According to Berry (2000) brand awareness is the customer's ability to identify and remember the brand when provided a cue. Celebrity refers to a notable personality (Muda, Musa and Putit, 2012). According to Ranjbarian, Shekarchizade and Momeni (2010), a celebrity endorser is a well-known person due to his or her successes in a field other than the endorsed product class. Macdonald and Sharp (2000) state that consumers have a strong tendency to rely on brand awareness when selecting a product because consumers will feel that a renowned brand is more reliable than an unknown brand.

Celebrity endorsers have been utilised in advertising not simply to attract attention of audiences, but also to escalate message persuasiveness, thereby enhancing advertising effectiveness (Muda *et al.* 2012). According to the study from Ateke, Brown Walter, Jane chinyere and Onwujiariri (2016) concludes that celebrity endorsement and brand awareness are positively and significantly correlated. This is because celebrity endorsement is positively associated with brand recognition and brand recall. It therefore holds that a well calculated use of celebrity advertising will cause an increase in brand awareness; hence it is recommended that

fastfood brands which seek to remain competitive through enhanced brand recognition and recall should employ celebrity endorsement as a strategic.

2. Celebrity Endorser and Purchase Decision (H₃)

Celebrity endorser is an advertising strategy whereby companies use people of public recognition as spokespersons for their products (Melford & Nwulu, 2015). McCracken (1989) in Ahmed *et al.*(2014) provides a clear definition describing celebrity endorser as any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement.. Shimp (2003: 460) defines Celebrities as a character (actor, entertainer, athlete) known to the public for his achievements in the different areas of the supported product classes. The celebrity endorser is expected to become a brand spokesman that quick to remember in the minds of consumers, so that consumers want to buy the brand. In addition, celebrities can also be used as an appropriate tool to represent targeted market segments. It is therefore not surprising that advertised products use many celebrities, each representing the targeted market segment (Royan, 2005).

3. Brand Awareness and Purchase Decision (H₂)

Brand awareness is an ability of consumer to identify the brand under different conditions, can be done with brand recognition and recall to particular brand. Created and enhanced brand awareness by increasing brand familiarity through repeated exposure so that consumer feel familiar with the brand (Keller, 2008). Strong brand can create competitive

advantage through the performance of being owned by that product and strong brand also can provide added value to the product. The implication, brand awareness is influenced by advertising recall which will affect the purchase decision (Aaker,2008). Brand awareness influences consumer decision-making, especially for low-involvement packaged goods. Brands that consumers are familiar with are likely to be included in the consumers consideration set (Macdonald Emma, K. Byron, & Sharp, 2000). Brand awareness can be used by consumers as a purchase decision heuristic (Macdonald *et al.*, 2000).

According to the study from Perera and Dissanayake (2013), the Relationship between brand awareness and female consumers" purchase decision of foreign makeup products is highly significant. Among the brand awareness indicators brand recognition had the highest correlation. This depicted that brand recognition had more influence towards the female consumer purchase decision of foreign makeup products.

The use of celebrity as an endorser or supporter in promotional activities has been going on for quite a while. By using celebrity as an endorser is believed to influence consumer purchasing decisions and boost product sales. Research conducted Babu (2014: 299) states that celebrity endorser able to influence consumer to purchase. According to Sumarwan (2004: 258) the celebrities can have a strong influence on consumers in purchasing products and services as well as brand selection. Based on the study from Low and Lim (2012) The respondents concurred that the

celebrity endorser helped them to easily identify and differentiate the various brands in the market which led to better product knowledge hence being more confident in their purchase decisions.

C. Research Model Hypothesis

Research model will help to understand the interrelatedness of research variable and minimize the occurrence of errors in research Cozby (2009:25). According Kerlinger (1986) suggest that the hypothesis is alleged, proposition regarding the relationship association between two variables or phenomena. Based on a review of previous research and theory basis, then the conceptual model and hypothesis can be seen in the image below :

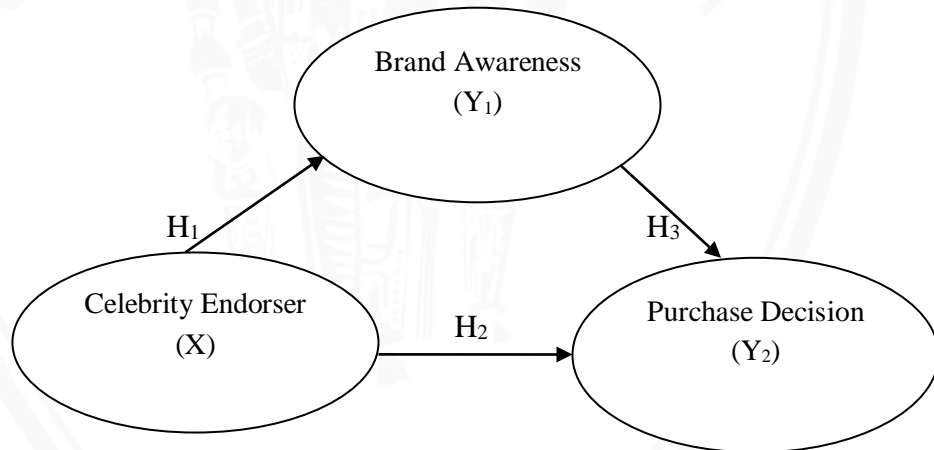


Figure 4: Research Model Hypothesis

Source: Data Processed (2017)

Explanation:

—————> = Direct influence

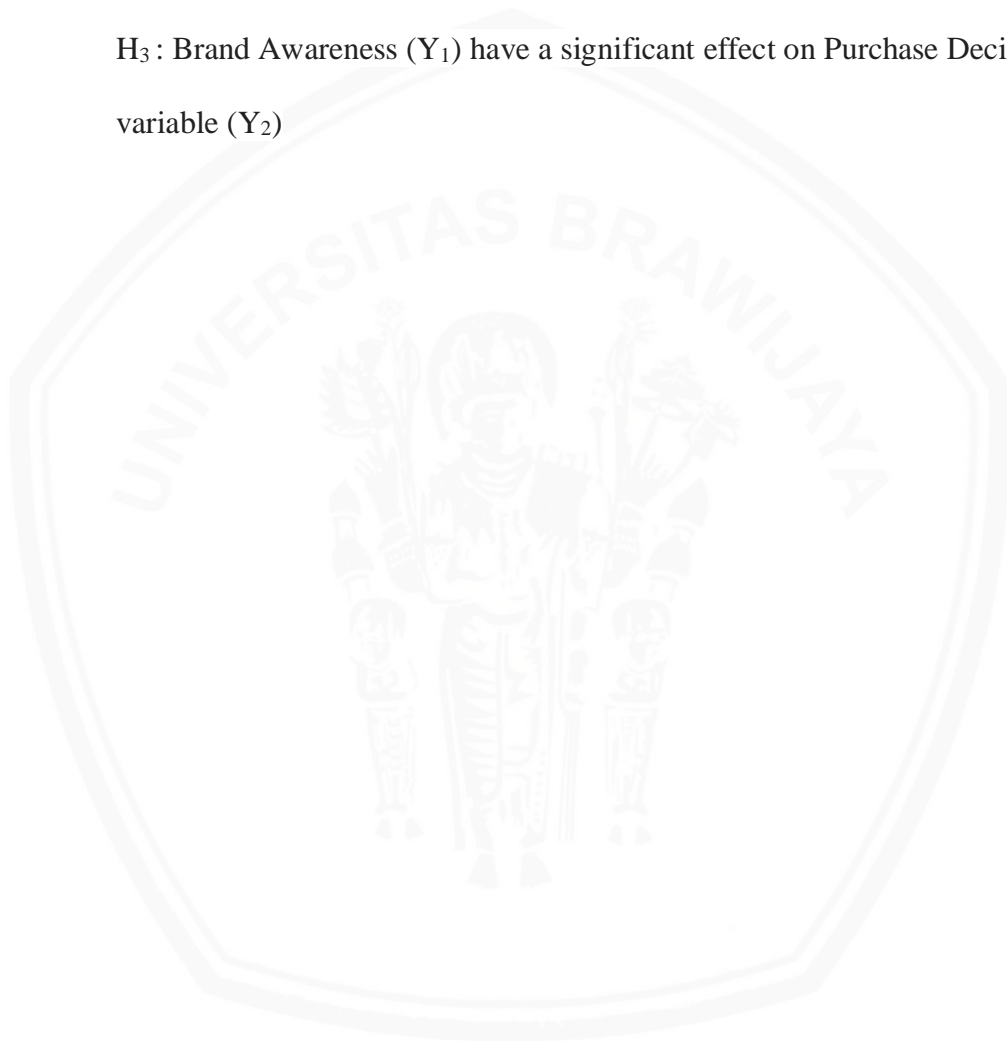
Based on the research model hypothesis can be concluded:



H₁ : Celebrity Endorser (X) have a significant effect on Brand Awareness variable (Y₁)

H₂ : Celebrity Endorser (X) have a significant effect on Purchase Decision variable (Y₂)

H₃ : Brand Awareness (Y₁) have a significant effect on Purchase Decision variable (Y₂)



CHAPTER III

RESEARCH METHOD

A. Type of Research

Based on the background, problem formulation and theory that already discussed then this research is using explanatory research. According to Singarimbun and Effendi (2006:5) explanatory research is the research that explained about causal relation between variables through hypothesis testing. Causal model is model that incorporated and tested the independent variable that affects the dependent variable is suspected. The reason for using this model is to make an explanation of the causal relationship obtained between the variables, and to find out how much the influence celebrity endorser on brand awareness and its impact to the purchase decision.

This research also using quantitative research analysis. Creswell (2002) noted that quantitative research is the process of collecting, analyzing, interpreting, and writing the results of a study. Quantitative research is based on the measurement of a number. Quantitative research is used for a phenomenon that can be expressed in term of quantity (Kothari, 2004:3).

B. Research Location

This research is located in Malang City. The reason why this research using its location is because Aryo Meidianto, PR Manager Oppo Indonesia

argue on Detikinet December 12th 2017, even Oppo Smartphone is smartphone that can used by every age, Oppo Smartphone sales in Malang can not be separated from the millennial itself. In Malang city the youngest percentage being one of the highest in population. Percentage of youths in Malang becomes one of the highest compared to other cities. The other reason is because this location is an easily accessible location and easy to find the respondents according to criteria. Almost all of the undergraduated student in Malang City use smartphone on their daily life to support their activity, and expected to make it easier to obtain the data and can support the reference of the research.

C. Variables, Definition of Operational Variables, and Measurement Scale

1. Variables

According Sugiyono (2013: 59) research variable is an attribute or the nature or value of people, objects or activities that have a certain variable set to be studied and can be drawn the conclusions. Variable that used in this research divided into two variables. There are independent variable and dependent variable.

a. Independent Variable

The independent variable is the variable that influences or which the cause of the change or the incidence of the dependent variable (Sugiyono, 2013: 4). In this research independent variable is celebrity endorser

b. **Dependent Variable**

The dependent variable is an influenced variable or become a result because of the independent variables (Sugiyono, 2013: 4). This research has two dependent variable, namely Brand Awareness and Purchase Decision.

2. Operational Variable Definition

Riyanto (2011: 82) said that operational definition is a definition of variables that will be investigated operatively in the field which is useful to lead to the measurement or observation of the variables to be studied and for the development of the instrument, so that the variables studied to be limited and research will be more focused. This research is intended to clarify the concept, so it needed variables that support existing concepts and can clearly limit a research. Operational definition of two variables in this research variables, namely independent variables and dependent variables.

a. Independent Variable

Celebrity endorser is utilizing a celebrity or entertainer that is widely known by many people, and can have a positive impact on the product Oppo Smartphone. Celebrity endorser is an independent variable that consists of five indicators. There are some indicator of celebrity endorser as a independent variable :

1) Trustworthiness

Trustworthiness refers to the honesty, integrity and believability celebrities. Celebrities are advertisement supporter who have the ability to make viewers believe in what they say when being endorsers of Oppo Smartphones. Trustworthiness shows how far celebrity endorser can be trust in communicate the advertisement.

The following indicator appears several items also, there are :

- a) Celebrity honesty in delivering advertising messages of Oppo Smartphone
- b) The reliability of celebrities in bringing the advertisement of Oppo Smartphone
- c) Celebrity sincerity in delivering messages of Oppo Smartphone
- d) Celebrity's trust in delivering advertising messages of Oppo Smartphone

2) Expertise

Expertise refers to the knowledge, experience, or skill possessed by an endorser as they relate to the Oppo Smartphone. For the example the endorser must be know the future of the product which is Oppo smartphone itself. The following indicator appears several items also, there are :

- a) Knowledge about Oppo Smartphone product that owned by celebrity

- b) Experience related to Oppo Smartphone that owned by celebrity
- c) Expertise related to Oppo Smartphone that owned by celebrity
- d) Qualification related to Oppo Smartphone that owned by celebrity

3) Attractiveness

Attractiveness refers to the endorser who has an appeal in promoting the Oppo Smartphone. Attractiveness shows to the characteristic of endorser that consider interesting to seen, so the audience expected to like and interest to the advertising. The following indicator appears several items also, there are :

- a) Beauty faces that owned by celebrity when promoting Oppo Smartphone
- b) Appearance that owned by celebrity when promoting Oppo Smartphone
- c) Classy impression that owned by celebrity when promoting Oppo Smartphone
- d) Personal appeal that owned by celebrity when promoting Oppo Smartphone

4) Respect

Endorsers that have a respect is a endorser who have a good self-image and achievements that have been obtained so the endorser

become a person who is respected and respected in the social environment. Respect shows the quality of the celebrity endorser that appreciated because of the quality. The following indicator appears several items also, there are :

- a) Celebrity image in front of society when promoting Oppo Smartphone
 - b) Achievement that owned by celebrity during promoting Oppo Smartphone
 - c) Celebrity Popularity during promoting Oppo Smartphone
- 5) Similarity

Similarity shows the similarity between celebrity endorser with the audience in terms of character, interests, tastes and lifestyle. The following indicator appears several items also, there are :

- a) Characteristic similarity with audience when promoting Oppo Smartphone
- b) Life style similarity with audience when promoting Oppo Smartphone
- c) Taste similarity with audience when promoting Oppo Smartphone

b. Dependent Variable

This research consist of two dependent variables, namely :

- 1) Brand awareness (Y_1)

Brand awareness refers to the ability of consumers to recall or recognize a brand of some product. In this study brand awareness refers to the consumer aware to the Oppo Smartphone. There are some indicator of celebrity endorser as a independent variable :

a) Unaware of Brand

The consumers are unaware of a brand and they not know at all about the Oppo Smartphone Brand. The following indicator appears several items also, there are :

- 1) Knowledge about Oppo Smartphone brand
- 2) Awareness about the existence of Oppo Smartphone
- 3) Limitation to identify an Oppo Smartphone brand

b) Brand Recognition

In these variable consumers can recognize a brand once the author mentions the Oppo Smartphone. The following indicator appears several items also, there are :

- 1) Recognize Oppo Smartphone brand by advertisement
- 2) Recognize Oppo Smartphone brand by word of mouth
- 3) Recognize Oppo Smartphone brand by a display product

c) Brand Recall

Brand Recall or brand reminders reflects what brands the respondent recollects subsequent to saying after the brand that was first said. The following indicator appears several items also, there are :

- 1) Easy to remember Oppo Smartphone brand
- 2) The ability to identify Oppo Smartphone brand with one of the five sense
- 3) Funny motto and slogan of Oppo Smartphone to ease remember

d) Top of Mind

In this variable Oppo Smartphone was the first brand appeared in the minds of consumers. The following indicator appears several items also, there are :

- 1) Oppo Smartphone brand can be easy recognize
- 2) Making the main memory of Oppo Smartphone brand from a variety of other brands available
- 3) Making Oppo Smartphone brand as ultimate answer to every question

2) Purchase Decision (Y₂)

Purchase decision is purchase the most preferred brand, the brand most likely to be purchased by consumer (Kotler and Amstrong, 2008:13). Purchase decision is a stage when consumer has an intention to buy a product after through processes and consider of several alternatives, and make it real by purchases. Indicator that used in purchasing decision are purchase decision structure. The decision structure in purchases is actually a collection of decisions

on consumer when they want to buy an Oppo product. The following indicator appears several items also, there are :

- 1) Decision of consumer about the type of Oppo Smartphone product
- 2) Decision about the shape of Oppo Smartphone product
- 3) Decision about purchased Oppo Smartphone brand
- 4) Decision on the number of Oppo Smartphone products that consumer want to buy
- 5) Decision about the time of purchase Oppo Smartphone product

For the clear explanation, shown in Table 4 Operational Variable Definition.

Table 4 Operational Variable Definition

Variable	Indicator	Item
Celebrity Endorser (X)	Trustworthiness (X _{1.1}) (Shimp, 2003)	<ol style="list-style-type: none"> 1. Celebrity honesty in delivering advertising messages of Oppo Smartphone 2. The reliability of celebrities in bringing the advertisement of Oppo Smartphone 3. Celebrity sincerity in delivering messages of Oppo Smartphone 4. Celebrity's trust in delivering advertising messages of Oppo Smartphone
	Expertise (X _{1.2}) (Shimp, 2003)	<ol style="list-style-type: none"> 1. Knowledge about Oppo Smartphone product that owned by celebrity 2. Experience related to Oppo Smartphone that owned by celebrity 3. Expertise related to Oppo Smartphone that owned by celebrity 4. Qualification related to Oppo Smartphone that owned by celebrity

Continued from Table 4

Variable	Indicator	Item
Celebrity Endorser (X)	Attractiveness ($X_{1.3}$) (Shimp, 2003)	<ol style="list-style-type: none"> 1. Beauty faces that owned by celebrity when promoting Oppo Smartphone 2. Appearance that owned by celebrity when promoting Oppo Smartphone 3. Classy impression that owned by celebrity when promoting Oppo Smartphone 4. Personal appeal that owned by celebrity when promoting Oppo Smartphone
	Respect ($X_{1.4}$) (Shimp, 2003)	<ol style="list-style-type: none"> 1. Celebrity image in front of society when promoting Oppo Smartphone 2. Achievement that owned by celebrity during promoting Oppo Smartphone 3. Celebrity Popularity during promoting Oppo Smartphone
	Similarity ($X_{1.5}$) (Shimp, 2003) (Byun ,2014)	<ol style="list-style-type: none"> 1. Characteristic similarity with audience when promoting Oppo Smartphone 2. Life style similarity with audience when promoting Oppo Smartphone 3. Taste similarity with audience when promoting Oppo Smartphone
Brand Awareness (Y_i)	Unaware of Brand ($Y_{1.1}$) (Ateke and Onwujariri, 2016)	<ol style="list-style-type: none"> 1. Knowledge about Oppo Smartphone brand 2. Awareness about the existence of Oppo Smartphone 3. Limitation to identify an Oppo Smartphone brand
	Brand Recognition ($Y_{1.2}$) (Ateke and Onwujariri, 2016)	<ol style="list-style-type: none"> 1. Recognize Oppo Smartphone brand by advertisement 2. Recognize Oppo Smartphone brand by word of mouth 3. Recognize Oppo Smartphone brand by a display product
	Brand Recall ($Y_{1.3}$) (Ateke and Onwujariri, 2016)	<ol style="list-style-type: none"> 1. Easy to remember Oppo Smartphone brand 2. The ability to identify Oppo Smartphone brand with one of the five sense 3. Funny motto and slogan of Oppo Smartphone to ease remember
	Top of Mind ($Y_{1.4}$) (Ateke and Onwujariri, 2016)	<ol style="list-style-type: none"> 1. Oppo Smartphone brand can be easy recognize 2. Making the main memory of Oppo Smartphone brand from a variety of other brands available 3. Making Oppo Smartphone brand as ultimate answer to every question

Continued from Table 4

Variable	Indicator	Item
Purchase Decision (Y ₂)	Purchase Decision Structure (Y2.1) (Sunyoto, 2013:85) (Wijanarko, 2012)	<ol style="list-style-type: none"> 1. Decision of consumer about the type of Oppo Smartphone product 2. Decision about the shape of Oppo Smartphone product 3. Decision about purchased Oppo Smartphone brand 4. Decision on the number of Oppo Smartphone products that consumer want to buy 5. Decision about the time of purchase Oppo Smartphone product

3. Measurement Scale

Scale is instrument of accession or a mechanism to distinguish the individual in terms of related interest are studied. The measurement in this research use Likert scale. According to Sugiyono (2012:132) Likert scale used to measure attitudes, opinions and perceptions of a person or group of people about the social phenomenon on to be studied. Malhotra (2009:298) Likert scale is a measurement scale with five response categories ranging from strongly agree to strongly disagree that require respondents determine theory degree of agreement or disagreement to each of a series of stimulus objects. For the purpose of quantitative analysis thus score as number in Table 5.

Table 5 Likert Scale

No	Statement	Score
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly disagree	1

Source: Sugiyono (2012:133)

D. Population and Sample

a. Population

According to Sekaran (2006:121) population refers to a whole group of people, events, or things of interest that you want to investigate. While Hidayat (2011: 121) explains that population is the overall set of characteristics of the object under study. The population in this study are Undergraduate student user of Oppo consumer in Malang City. Howe & Strauss (2000) argue that the millennial generation range 18-22 years old and already mature and also millennial generation live in the technology development environment. Based on the definition of the population that have been explain, the characteristics of the population are :

- a) Undergraduate student in Malang City chosen because considered already mature to understand the utilization of smartphone
- b) Respondent that have been see Oppo Advertisement that use Celebrity Endorser
- c) Respondent that had purchased Oppo Product

a. Sample Size

Malhotra (2009:364) said sample is subgroup elements of the population that elected to participate in the research. Sugiyono (2011: 64) suggested the sample is part of the amount and characteristics possessed by that population. Due the number of population in this

research is not known, then the determination of the number of samples using the formula of Machin and Champbell (1997:168-169) as follows:

For the first iteration:

$$U'_{\rho} = \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right)$$

$$n = \frac{(z_{1-\alpha} + z_{1-\beta})^2}{(U'_{\rho})^2} + 3$$

Second and third iteration

$$U_{\rho} = \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right) + \frac{\rho}{2(n-1)}$$

Description

- U_{ρ} : Standard normal random variable corresponding to particular value of the correlation coefficient ρ
- U'_{ρ} : Initial estimate of U_{ρ}
- n : Sample size
- $Z_{1-\alpha}$: Prices obtained from the standart normal distribution table with the spesification alpha, $\alpha = 5\%$
- $Z_{1-\beta}$: Prices obtained from the standard normal distribution table with the specified beta, $\beta = 10\%$
- ρ : The correlation coefficient of the smallest which is expected to be detected significantly

For the completely calculation of the sample can seen in the Appendix 1. Calculation of the Sample. Based on the consideration

above that when the lowest estimated value of r will be obtained through this research is $r = 0.30$; $\alpha = 0.10$ on testing two way and $\beta = 0.05$ then obtained the minimum $n = 116$ samples. So, the sample involved in this study will be 116 respondents from undergraduate student that have been seen advertisement and purchased Oppo Smartphone.

b. Sampling Techniques

Sampling technique that will be used is Non Probability sampling method, that is sampling technique that does not give equal opportunity for every members of population to be chosen as member of sample (Sugiyono, 2011: 66).The determination technique in this sample uses purposive sampling. According to Sugiyono (2011:122) purposive sampling is sampling technique with particular consideration. Purposive sampling technique is used as the sample to fulfill the established criteria. According to Bouma Gary D. (1993:119), purposive sampling using a judgement or intuition, select the best people or group to be studied.

Social media will be used to approach the respondent itself. Instagram and Line will be the main social media to find the sample that appropriate to the criteria. There were so many instagram account that can be target to find the sample, as follows @mahasiswa Malang, @mahasiswa Brawijaya, @mahasiswa UM, @mahasiswa UMM, @mahasiswa Polinema, @mahasiswa Unisma, @msuin Malang. From the

followers its instagram account, found the respondent that suitable for one of the criteria, undergraduate student in Malang city. Various group of several communities located in Malang on line can also be used as one of the social media tools to find the sample.

E. Data Collection Techniques

1. Data Type

According Arikunto (2012:172) source of data in research is subject from where is the data obtained. Source of data in this research is the 116 respondent. The data used in this study is primary data. Primary data is data processed by an organization or individual directly from the object (Tjiptono, 2001). The primary data used in this study is the result of filling the questionnaire from the respondent.

2. Data Collection Method

Data collection method is used to gain information that relates with the research. This research is using online questionnaire to collect the data needed in this research. Questionnaire is a technique of data collection conducted by giving a set of questions written to the respondent to answer (Sugiyono, 2009: 142).

The questionnaire in this study was made in online and in a paperless with the help of Google form because sampling technique used in this research is from social media, therefore this research is using online questionnaire and also can save time as well, can

increase the accuracy of the appropriate sample. Distribution of online questionnaire is distribute via social media such as chat in Line and direct message in Instagram. This research will distribute questionnaire to the undergraduate student user of Oppo Smartphone who qualified based on the criteria. The result of the respondent's answer will be use to measure the influence celebrity endorser to brand awareness and its impact to the purchase decision.

3. Research Instrument

According to Arikunto (2006:149) research instruments are tools used in data collection for research activities to become systematic. The instrument used in this study is online questionnaire. In the preliminary of the questionnaire will be given the description of the criteria requirements. A description of the terms as a respondent will provide clear terms regarding the criteria of respondents who are entitled to fill the questionnaire. The questionnaire will be designed into two section, there are questionnaire statement to obtain information about the identity of respondents and questionnaires to obtain responses of respondents about the variables research. In the preliminary of the questionnaire, the question is made open to free respondents in answering questions.

F. Validity and Reliability Testing

1. Validity Testing

Validity is a measure that indicates the validity or validity levels of an instrument (Arikunto, 2010: 144). An instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied precisely. The low level of instrument validity indicates the extent to which the data collected does not deviate from the description of the validity in question. Here is the formula with two rough numbers Pearson Product Moment Correlation based on Arikunto (2010:213) :

$$r_{xy} = \frac{n \sum xy - \sum x \cdot \sum y}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

Explanation :

- r : Correlation value of product moment
- n : amount of samples/ amount of respondents
- $\sum X$: value of X variable
- $\sum Y$: value of Y variable

If the value of r is more or equal with 0.3 so the instrument is valid, otherwise if r less than 0.3 so the instrument is not valid. If in the calculation found that there are statement that not valid or not significant can be cause of the wording of the statement is poorly understood, so it will be giving a different interpretations.

2. Reliability Testing

According to Arikunto (2010:221) reliability refers to the definition that an instrument sufficiently reliable to be used as a data collection for the instrument has been good. According to Sugiyono (2012: 348) reliability instrument is an instrument that used multiple times to measure the same object, will produce the same data. The measurement results that have a high degree of reliability will be able to provide reliable results.

If the data is correct in accordance with reality then how many times it takes the result will still the same. An instrument is said to be reliable if a value greater than or equal to the critical value that is equal to 0.6.

To test the reliability of the instruments in this study, using the coefficient of reliability Alfa Cronbach (Arikunto, 2010:231).

$$\alpha = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \sigma_b^2}{\sigma_t^2} \right)$$

Explanation :

α : Reliability Instrument

k : Amount of question items

$\sum \sigma_b^2$: Amount of variance item

σ_t^2 : Total Variances

3. Validity Testing Result

The validity result of pilot from 30 respondents is valid. After spread more the questionnaire, the validity of test results for each of the item variable from 116 respondents in this study shown in table 6, as follows:

Table 6 Research Instrument of Validity Test

Variable	Item	Pearson Correlation	Valid Correlation Terms	Description
Celebrity Endorser	X _{1.1.1}	0.392	0.3	valid
	X _{1.1.2}	0.611	0.3	valid
	X _{1.1.3}	0.666	0.3	valid
	X _{1.1.4}	0.623	0.3	valid
	X _{1.2.1}	0.536	0.3	valid
	X _{1.2.2}	0.638	0.3	valid
	X _{1.2.3}	0.566	0.3	valid
	X _{1.2.4}	0.520	0.3	valid
	X _{1.3.1}	0.617	0.3	valid
	X _{1.3.2}	0.589	0.3	valid
	X _{1.3.3}	0.517	0.3	valid
	X _{1.3.4}	0.655	0.3	valid
	X _{1.4.1}	0.679	0.3	valid
	X _{1.4.2}	0.571	0.3	valid
	X _{1.4.3}	0.585	0.3	valid
	X _{1.5.1}	0.704	0.3	valid
	X _{1.5.2}	0.577	0.3	valid
	X _{1.5.3}	0.466	0.3	valid
Brand Awareness	Y _{1.1.1}	0.578	0.3	valid
	Y _{1.1.2}	0.636	0.3	valid
	Y _{1.1.3}	0.448	0.3	valid
	Y _{1.2.1}	0.439	0.3	valid
	Y _{1.2.2}	0.357	0.3	valid
	Y _{1.2.3}	0.559	0.3	valid
	Y _{1.3.1}	0.490	0.3	valid
	Y _{1.3.2}	0.330	0.3	valid
	Y _{1.3.3}	0.604	0.3	valid

Continued from Table 6

Variable	Item	r Calculate	Valid Correlation Terms	Description
Brand Awareness	Y _{1.4.1}	0,571	0.3	valid
	Y _{1.4.2}	0.574	0.3	valid
	Y _{1.4.3}	0.445	0.3	valid
Purchase Decision	Y _{2.1.1}	0.504	0.3	valid
	Y _{2.1.2}	0.645	0.3	valid
	Y _{2.1.3}	0.607	0.3	valid
	Y _{2.1.4}	0.633	0.3	valid
	Y _{2.1.5}	0.500	0.3	valid

Source : Appendix 6

From Table 6 the product moment correlation indicator more than 0.3 which means each indicator variable is valid, thus it can be concluded that these indicators can be used to measure the research variables.

4. Reliability Testing Result

The reliability result of pilot from 30 respondents is valid. After spread more the questionnaire, the results of reliability testing on variable celebrity endorser, brand awareness and purchase decision from 116 respondents shown in Table 7, as follows:

Table 7 Research Instrument of Reliability Test

No	Variable	Cronbach's Alpha	Reliability correlation terms	Description
1	X	0.857	0.6	Reliable
2	Y ₁	0.730	0.6	Reliable
3	Y ₂	0.612	0.6	Reliable

Source : Appendix 6

Based on Table 7, all variables that are celebrity endorser, brand awareness and purchase decision have the value of Cronbach's Alpha

coefficient more than 0.6 therefore, it can be conclude that the research instrument used for the four variables is reliable and can be used for further research.

G. Data Analysis

To be able to process the data on the research result of data analysis is required. The process of data, analysis will be obtained accurate and reliable data. Analysis of the data used in this study are as follows:

1. Descriptive Analysis

According Arikunto (2010:239), descriptive analysis is a quantitative data which collected in a correlation study, comparative or experimental processed with statistical formula that has been provided, either manually or by using computer. Descriptive statistical analysis is the analysis of raw data information into a form that is easily understood or easily interpretable. The main purpose of this statistical analysis was to determine the factors causing a problem and then create a program to resolve the problems found in the field. Descriptive analysis result is useful fatherly supports the interpretation or the interpretation of analytical results with other methods.

2. Path Analysis

This study used path analysis to analyze the data. According to Retrerford (1993) in Sarwono (2012) said path analysis is a technique for analyzing the causal relationship that curs in the regression if multiple independent variable not only directly but also indirectly. Path

analysis is a direct development of multiple regression with the aim to provide estimates of the level of interest (magnitude) and significance in a hypothetical causal link set variables.

The purpose of Path Analysis are :

- 1) To find the relationship between variables on the basis of a priority model
- 2) To explain the reason why the variables are correlated by using a model of successive temporality
- 3) To describe and test the mathematical model by using the mathematical equations underlying
- 4) To identify the cause of a change in a certain variable to another variable which is affected

The reason for using path analysis is to analyze patterns of relationship between variables in order to determine the effect of directly or indirectly, a set of independent variables to the dependent variable. According to Solimun (2002:47) the steps of path analysis are :

- 1) Designing a model based on the concepts and theories

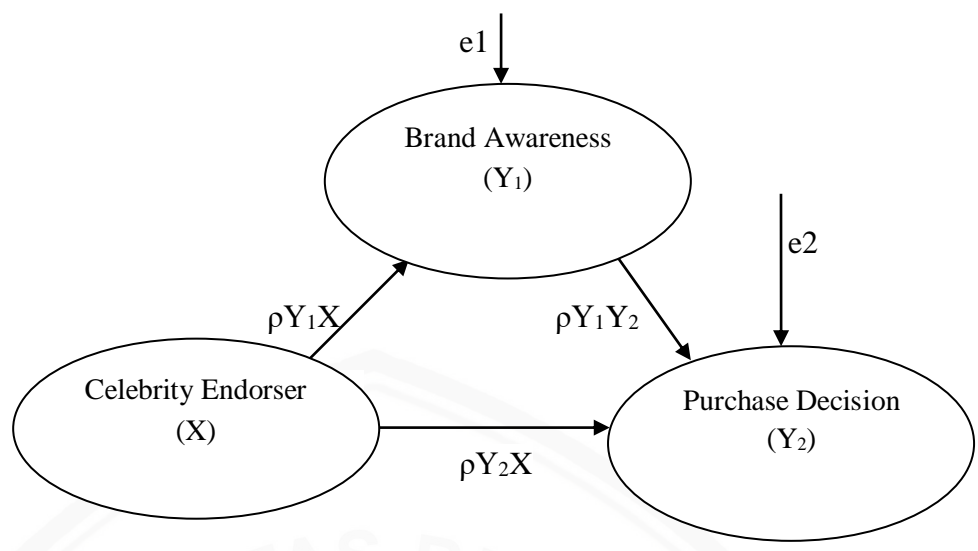


Figure 5 Path Diagram
 Source: Data Processed (2017)

Equation:

$$Y_1 = \rho_{Y1X} X + e$$

$$Y_2 = \rho_{Y1Y2} Y_1 + \rho_{Y2X} X + e$$

Explanation :

- X : Celebrity Endorser
- Y1 : Brand Awareness
- Y2 : Purchase Decision
- ρ : Coefficient
- e : Residual

2) Examination of the underlying assumptions. Assumptions that underlying the path analysis are:

- a) In path analysis model, the relationship between variables is linear and additive



- b) Only recursive models that can considered, which only causal system flow in one direction
- c) The dependent variable at least a measuring scale interval
- d) Valid and reliable measurement instrument
- e) The model that specified analyzed (identified) correctly based on relevant theories and concepts

3) Parameter estimation or calculation of path coefficients

For one-way arrows \longrightarrow used standardize regression calculations, partially in each equation. From this calculation path coefficient obtained direct influence. Parameter estimation performed using SPSS software and calculated through regression analysis, which is carried out on each partial equation.

4) Examination of the validity model

There are two indicators of validity model in path analysis, the coefficient of determination of total indicators coefficient of determination.

5) Interpretation of analytical results

The last step in the path analysis is to interpret the result. First, with regard to the outcome validity of the model. Both calculate the total effect of each variable that has a causal influence on the dependent variable

CHAPTER IV

RESULT AND DISCUSSION

A. General Description of Product on the Research

1. Oppo Smartphone Profile

Oppo Smartphone is a global provider of electronic and technology services that brings the latest and most advanced mobile electronic devices. Oppo Smartphone has entered 31 markets around the world, including the United States, China, Australia and other countries in Europe, Southeast Asia, South Asia, the Middle East and Africa.



Figure 6: Oppo Smartphone Logo

Source: www.oppo.com (2018)

Oppo Electronic Corporation Ltd. was established in 2004 as an electronic manufacturer in Dongguan, Guangdong, China Country. Before going into Mobile smartphone technology, Oppo Smartphone produces electronic equipment such as MP3 Player, LCD TV, Portable Media Player, DVD, Book and Disc Player. In 2008 Oppo Smartphone start working on the Smartphone market. The selfie expert and leader, Oppo Smartphone is ranked as the number 4 smartphone brand globally since 2016

and is providing excellent selfie experiences to more and more young people around the world. For the last 10 years, Oppo Smartphone has been focusing on selfie technology breakthroughs. Oppo Smartphone innovated selfie beautification and drove the selfie trend in the smartphone industry. In 2017, Oppo Smartphone introduced to the front camera and is leading a brand new era of the selfie. Oppo Smartphone is a global brand camera phone that is enjoyed by young people around the world, especially bringing technological innovation in mobile photography. Oppo Smartphone strives to provide the best mobile phone experience through careful design and smart technology.

In April of 2013 Oppo Smartphone officially start working in the Indonesian market for the first time. Before marketing its products to Indonesia, Oppo smartphone first widen its range to several countries such as, America, Vietnam, Thailand, Russia, and Qatar. Since then Oppo Smartphone continues to promote in order to introduce the quality of its brand through television advertisement, internet, printed media etc. There are various type of Oppo Smartphone such as Oppo Find 5, Oppo Find Way U7015, and Oppo Find Piano. Price range OPPO Smartphone circulating in the Indonesian market to date from 2 million to 6 million.

2. Vission and Mission

- a. Vission
The art of technology
- b. Mission

- 1) Oppo Smartphone constantly strives to impress and tie the souls of young people with elegant design, perfect use, user-focused product development, quality service and, most importantly, our dedication to pursue excellence.
- 2) Oppo Smartphone constantly innovates in creating sophisticated and beautiful mobile phones according to the needs of the community.
- 3) Oppo Smartphone adopted a fast release strategy for smartphone development, releasing firmware updates also spreading its range and its services worldwide.

B. General Description of Respondents

1. Respondent's Profile Based on Gender

Based on Table 8, there were 53 people (45.68%) of male respondents. Meanwhile, female respondents were 63 people (54.31%). Based on these data it can be concluded that the female respondent dominated in this study, although there is no much difference. The overview of respondents by gender can be seen in Table 8 as follows:

Table 8 Frequency Distribution of Respondents based on Gender

No	Gender	Number of Respondent (People)	Percentage (%)
1	Male	53	45.68
2	Female	63	54.31
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

2. Respondent's Profile Based on Age

Based on Table 9, from 116 respondent the majority of respondents in this research were 21 years old about 38 people (32.75%). There are 37 people (31.89%) were 20 years old, 30 people (25.86%) were 22 years old, and the remaining 11 people (9.48%) were 19 years old. Based on the data, it can be concluded that the majority of respondents who answered the questionnaire is 20 and 21 years old. Usually a 20 years old and 21 years old student is a student of 6th semester and 8th semester.

Table 9 shows respondents data based on the age from the distribution of questionnaires to 116 respondents.

Table 9 Frequency Distribution of Respondents based on Age

No	Age	Number of Respondent (People)	Percentage (%)
1	19	11	9.48
2	20	38	32.75
3	21	38	32.75
4	22	29	25.00
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

3. Respondent's Profile Based on University

In this study, most respondent came from Brawijaya University as many as 51 people (43.96%). Table 10 indicated that there were only 5 respondents (4.31%) from Politeknik Negeri Malang, 10 respondents (8.62%) from Universitas Islam Negeri Malang, Universitas Muhammadiyah are 24 people (20.68%), and the remaining 26 people

(22.41%) are from Universitas Negeri Malang. Table 10 shows the University of the respondents in this research.

Table 10 Frequency Distribution of Respondent based on University

No	University	Number of Respondent (People)	Percentage (%)
1	Universitas Brawijaya	52	44.82
2	Universitas Negeri Malang	25	21.55
3	Universitas Muhammadiyah	24	20.68
4	Politeknik Negeri Malang	5	4.31
5	Universitas Islam Negeri Malang	10	8.62
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

4. Respondent's Profile Based on Allowance

Table 11 shows the allowance/income of respondents 116 peoples in this study. Based on the calculation the researcher divided it into eight sections. The equation and overview of respondent based on age can be seen in Table 11 as follows::

The determine length of interval :

$$C : \frac{\text{High class} - \text{Low 3.000.000 Class}}{\text{Total Class}}$$

$$C : \frac{2.500.000 - 500000}{8}$$

$$C : 250.000$$

Based on the calculations, the number of classes is eight and the interval amount Rp 250,5000. Distribution of allowance per month of respondents shown by Table 11 as follows.

Table 11 Frequency Distribution of Respondent based on Allowance

No	Allowance	Number of Respondent (People)	Percentage (%)
1	Rp 500.000-750.000	5	4.31
2	>Rp 750.000-1.000.000	15	12.93
3	>Rp 1.000.000-1.250.000	3	2.58
4	>Rp 1.250.000-1.500.000	22	18.96
5	>Rp 1.500.000-1.750.000	3	2.58
6	>Rp 1.750.000-2.000.000	63	54.31
7	>Rp 2.000.000-2.250.000	0	0.00
8	> Rp 2.250.000	5	4.31
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

Based on the table 11 can be concluded the respondent that have allowance Rp 1.750.000-2.000.000 became dominant consumer that use Oppo Smartphone with percentage of 54.31%.. Its indicate that product of Oppo Smartphone fit with millenials or undergraduate student who have monthly income or allowance between Rp 1.750.000-2.000.000.

5. Respondent's Profile Based on Already Purchase Oppo Smartphone

According to the result of questionnaire, all of the respondents (100%) has ever purchase Oppo Smartphone. These result show the respondents have met the requirements of this researcher proposed in this study. The following result show that the respondents in this study have been in accordance with the criteria that have been determined.

6. Respondent's Profile Based on Oppo Types

Based on the Table 12, all of the respondent using an Oppo Smartphone. There were various kind of type of Oppo smartphone that

respondent used. From 116 respondent there are 24 respondent (20.68%) using Oppo F1s, 21 people (18.10%) using Oppo F5, 18 respondent (15.51%) using Oppo A37, user of Oppo F1 from 15 people (12.93%), and Oppo Neo7 user also from 15 respondent (12.93%), 5 respondent (4.31%) using Oppo F1 Plus, 4 respondent (3.44%) using Oppo A71, there were user of Oppo A53 from 3 respondent (2.58%), and Oppo A57 user also from 3 respondent (2.58%). User of Oppo neo3 just from 2 respondent (1.72%), and 2 respondent (1.72%) were using Oppo F3. Oppo Joy R1001, Oppo Joy A11w, Oppo F7, and Oppo Mirror 5 respectively from 1 respondent (0.86%). Oppo F1s, F5, and A37 becoming the top three purchased Oppo. It's indicated that product, price and promotion of Oppo F1s, F5, and A37 were fit with undergraduate student in Malang smartphone types in this research. There also found other users of Oppo type in this research.

Description of respondents based on Oppo types can be seen in Table 12 as follows:

Table 12 Frequency Distribution of Respondents Based on Oppo Types

No	Type of Product	Number of Respondent (People)	Percentage (%)
1	Oppo F1s	24	20.68
2	Oppo F5	21	18.10
3	Oppo A37	18	15.51
4	Oppo F1	15	12.93
5	Oppo Neo7	15	12.93
6	Oppo F1 Plus	5	4.31
7	Oppo A71	4	3.44
8	Oppo A53	3	2.58
9	Oppo A57	3	2.58
10	Oppo neo 3	2	1.72

Continued from Table 12

11	Oppo F3	2	1.72
12	Oppo Joy R1001	1	0.86
13	Oppo Joy A11w	1	0.86
14	Oppo F7	1	0.86
15	Oppo Mirror 5	1	0.86
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

7. Respondent's Profile Based on How Long Using Oppo Smartphone

From table 13, shown that from 116 respondents there are 57 people (49.13%) have been more than 1 year using Oppo Smartphone, 42 people (36.20%) respondent who have 1 year Oppo smartphone while 17 people (14.65%) have using Oppo Smartphone less than 1 year. It can be concluded that the majority of the respondents using Oppo Smartphone more than 1 year. It's indicate most user of Oppo smartphone use Oppo product less than one year.

Table 13 Frequency Distribution of Respondents Based on How Long Using Oppo Smartphone

No	How Long that Using Oppo Smartphone	Number of Respondent (People)	Percentage (%)
1	<1 year	56	48.27
2	1 year	45	38.79
3	>1 year	15	12.93
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

8. Respondent's Profile Based on Reason Using Oppo Smartphone

Based on the Table 14, about 38 people (31.89%) respondent choose to use Oppo Smartphone because of affordable price, 37 people (31.89%) choose to purchase Oppo Smartphone because of the quality, 22 people (18.96%) choose to buy Oppo Smartphone because Oppo Smartphone is great to be used. Meanwhile 15 people (12.93%) choose to use Oppo smartphone because Oppo Smartphone has a great camera, 3 people (2.58%) forced to buy Oppo Smartphone, and 1 people (0.86%) tricked by the seller to buy an Oppo Smartphone. It can be conclude that the affordable price and quality is the main reason why respondent use Oppo Smartphone.

Description of respondents based on reason using Oppo Smartphone can be seen in Table 14 as follows:

Table 14 Frequency Distribution of Respondents Based on Reason Using Oppo Smartphone

No	Reason Using Oppo Smartphone	Respondent (People)	Percentage (%)
1	Affordable Price	38	32.75
2	Quality	37	31.89
3	Great to be used	22	18.96
4	Great Camera	15	12.93
5	Forced to buy	3	2.58
6	Tricked by The Seller	1	0.86
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

9. Respondent's Profile Based on Already Seen Advertisement of Oppo Smartphone

According to the result of questionnaire, all of the respondent (100%) already seen advertisement of Oppo Smartphone. These result show the respondents have met the requirements of this researcher proposed in this study. It is show that the respondents in this study have been in accordance with the criteria that have been determined. It indicate that advertisement of Oppo Smartphone are successfully spread and delivered to the undergraduate students in Malang City. This is proven with all of the respondents in this research already seen advertisement of Oppo Smartphone products.

10. Respondent's Profile Based on Who Oppo Smartphone's Celebrity Endorser liked

Based on the Table 15 obtained 43 people (37.06%) like Chelsea Islan as Oppo Smartphone's Celebrity Endorser, 24 people (20.68%) choose Raisa Andriana, 16 respondent (13.79%) choose Reza rahardian as Oppo Smartphone's celebrity endorser. Meanwhile 13 people (11.20%) choose Raline Shah, 10 people (8.62 choose Rio Haryanto, and the last 10 respondent choose Isyana Sarasvati (8.62%) as Oppo Smartphone's celebrity endorser. The top three of Oppo Celebrity Endorser are Chelsea Islan, Raisa Andriana, and Reza Rahardian. It indicated that three celebrity endorser have a good

criteria in advertise Oppo product. All of celebrity endorser of Oppo are young and can attract millennial generation.

Description of respondents based on who Oppo Smartphone's Celebrity Endorser liked can be seen in Table 15 as follows:

Table 15 Frequency Distribution of Respondents Based on Who Oppo Smartphone's Celebrity Endorser liked

No	Who Oppo Smartphone's Celebrity Endorser liked	Respondent (People)	Percentage (%)
1	Chelsea Islan	43	37.06
2	Raisa Andriana	24	20.68
3	Reza Rahardian	16	13.79
4	Raline Shah	13	11.20
5	Rio Haryanto	10	8.62
6	Isyana Sarasvati	10	8.62
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

11. Respondent's Profile Based on Reason that Oppo Smartphone's Celebrity Endorser liked

Based on the Table 16, 42 people (36.20%) like Oppo Smartphone's Celebrity Endorser because of beautiful and handsome, 12 people (10.34%) choose endorser because of multitalent, 12 respondent (10.34%) because of the Celebrity Endorser has a great achievement. Meanwhile 10 people (8.62%) because of the Celebrity Endorser is smart, 4 people (3.44%) because of the Celebrity Endorser has representing the campaign itself, and 2 respondent (1.72%) because of the Celebrity Endorser is a great actor and actress, 2 people (1.72%) because the Celebrity Endorser is a great singer. It's indicated that reason undergraduate student in Malang city like several celebrity

endorser because the celebrity endorser itself have beautiful and handsome appearance, multitalent, have a great achievement and smart.

Description of respondents based on who Oppo Smartphone's Celebrity Endorser liked can be seen in Table 16 as follows:

Table 16 Frequency Distribution of Respondents Based on Reason that Oppo Smartphone's Celebrity Endorser liked

No	Reason that Oppo Smartphone's Celebrity Endorser liked	Respondent (People)	Percentage (%)
1	Beautiful and Handsome	74	63.79
2	Multitalent	12	10.34
3	Great Achievement	12	10.34
4	Smart	12	10.34
5	Representating the Campaign	3	61.20
6	Great Actor and Actress	1	0.86
7	Great Singer	2	1.72
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

12. Respondent's Profile Based on Purchase Oppo Smartphone because get influenced by Celebrity Endorser

According to Table 17 the result of questionnaire, 88 respondent (75.86%) purchased Oppo Smartphone because get influenced by Celebrity Endorser. Meanwhile 28 respondent (24.13%) purchase Oppo Smartphone not because get influenced by Celebrity Endorser. It can be conclude that the majority of the respondents purchase Oppo Smartphone because get influenced by Celebrity Endorser.

Description of respondents based on purchase Oppo Smartphone because get influenced by Celebrity Endorser can be seen in Table 17 as follows:

Table 17 Frequency Distribution of Respondents Based on Purchase Oppo Smartphone because get influenced by Celebrity Endorser

No	Purchase Oppo Smartphone because get influenced by Celebrity Endorser	Respondent (People)	Percentage (%)
1	Yes	88	75.86
2	No	28	24.13
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

13. Respondent's Profile Based on Where seen Oppo Smartphone

Advertisement that Used Celebrity Endorser

Based on the Table 18, 44 people (37.93%) seen Oppo advertisement on billboard, 29 people (25%) seen Oppo advertisement on television, 17 respondent (14.65%) seen Oppo advertisement on Print Media (Newspaper, magazine, brochure). Meanwhile 15 people (12.93%) seen Oppo advertisement on social media, 11 people (9.48%) seen Oppo advertisement on youtube. From table 18 it indicate most of respondent see Oppo Smartphone Advertisement in billboard, Television and Print Media (Newspaper, magazine, brochure).

Description of respondents based on Where seen Oppo Smartphone Advertisement that Used Celebrity Endorser can be seen in Table 18 as follows:

Table 18 Frequency Distribution of Respondents Based on Where seen Oppo Smartphone Advertisement that Used Celebrity Endorser

No	Where seen Oppo Smartphone Advertisement that Used Celebrity Endorser	Respondent (People)	Percentage (%)
1	Billboard	44	37.93
2	Television	29	25
3	Print Media (Newspaper, magazine, brochure)	17	14.65
4	Social Media	11	9.48
5	Youtube	15	12.93
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

14. Respondent's Profile Based on Celebrity Endorser Create Brand

Awareness to Product and Giving Influence the Purchase Decision

According to Table 19, 101 respondent (87.06%) choose Celebrity Endorser create Brand Awareness to Product and giving Influence the Purchase Decision. Meanwhile 15 respondent (12.93%) choose that Celebrity Endorser can not create Brand Awareness to Product and not giving Influence the Purchase Decision. It can be conclude that the majority of the respondents choose Celebrity Endorser create Brand Awareness to Product and giving Influence the Purchase Decision.

Description of respondents based on choose Celebrity Endorser create Brand Awareness to Product and giving Influence the Purchase Decision can be seen in Table 19 as follows:

Table 19 Frequency Distribution of Respondents Based on Celebrity Endorser Create Brand Awareness to Product and Giving Influence the Purchase Decision

No	Celebrity Endorser Create Brand Awareness to Product and Giving Influence the Purchase Decision	Respondent (People)	Percentage (%)
1	Yes	101	87.06
2	No	15	12.93
	Total	116	100*

Source : Appendix 4

Notes* : rounded up

C. Descriptive Analysis Results

According to Supranto (2008: 74), the interval of Likert scale scores can be calculated by the following formula:

$$\text{The magnitude of interval} = \frac{\text{highest score value} - \text{lower score value}}{\text{classes}} = \frac{5-1}{5} = 0,8$$

Therefore, the interpretation criteria are specifically explained in Table

14

below:

Table 20 Criteria of Mean Score

No.	Mean Value	Interpretation
1.	1-1.8	Very Low
2.	>1.8-2.6	Low
3.	>2.6-3.4	Neutral
4.	>3.4-4.2	High
5.	>4.2-5	Very high

1. Frequency Distribution of Variable Celebrity Endorser (X)

Data collection through questionnaires about Celebrity Endorser variables that will affect brand awareness and purchase decision of Oppo Smartphone are shown in Table 21.

Table 21 Frequency Distribution of Variable Celebrity Endorser (X)

Indicator	Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Item Mean	Indicator Mean
		1		2		3		4		5					
		f	%	f	%	f	%	f	%	f	%	Total	%		
Trustworthiness	X _{1.1.1}	0	0.00	2	1.72	16	13.79	88	75.86	10	8.62	116	100	3.91	3.88
	X _{1.1.2}	0	0.00	0	0.00	39	33.62	36	31.03	41	35.34	116	100	4.00	
	X _{1.1.3}	2	1.72	7	6.03	32	27.58	49	42.24	26	22.41	116	100	3.77	
	X _{1.1.4}	0	0.00	11	9.48	26	22.41	44	37.93	35	30.17	116	100	3.87	
Expertise	X _{1.2.1}	3	2.58	6	5.17	32	27.58	48	41.37	27	23.27	116	100	3.79	3.86
	X _{1.2.2}	4	3.44	8	6.89	36	31.03	38	32.75	30	25.86	116	100	3.69	
	X _{1.1.3}	0	0.00	4	3.44	25	21.55	52	44.82	35	30.17	116	100	4.00	
	X _{1.2.4}	0	0.00	3	2.58	27	23.27	50	43.10	36	31.03	116	100	3.98	
Attractiveness	X _{1.3.1}	5	4.31	4	3.44	22	18.96	50	43.10	35	30.17	116	100	3.93	3.80
	X _{1.3.2}	5	4.31	10	8.62	27	23.27	43	37.06	31	26.72	116	100	3.75	
	X _{1.3.3}	2	1.72	7	6.03	38	32.75	44	37.93	25	21.55	116	100	3.73	
	X _{1.3.4}	4	3.44	6	5.17	29	25.00	44	38.93	33	28.44	116	100	3.81	
Respect	X _{1.4.1}	11	9.48	14	12.06	22	18.96	43	37.06	26	22.41	116	100	3.50	3.60
	X _{1.4.2}	5	4.31	8	6.89	36	31.03	39	33.62	28	24.13	116	100	3.64	
	X _{1.4.3}	6	5.17	14	12.06	29	25.00	35	30.17	32	27.58	116	100	3.67	
Similarity	X _{1.5.1}	5	4.31	10	8.62	30	25.86	39	33.62	27	23.37	116	100	3.75	3.81
	X _{1.5.2}	2	1.72	5	4.31	33	28.44	46	39.65	30	25.86	116	100	3.86	
	X _{1.5.3}	0	0.00	6	5.17	33	28.44	51	43.96	26	22.41	116	100	3.82	
Grand Mean Variabel Celebrity Endorser														3.79	

Source: Appendix 9

Notes: SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree ; SDA: Strongly Disagree ; f: Frequency ; %: Percentage

Explanation :

- X_{1.1.1} : Celebrity honesty in delivering advertising messages of Oppo Smartphone
- X_{1.1.2} : The reliability of celebrities in bringing the advertisement of Oppo Smartphone
- X_{1.1.3} : Celebrity sincerity in delivering messages of Oppo Smartphone
- X_{1.1.4} : Celebrity's trust in delivering advertising messages of Oppo Smartphone
- X_{1.2.1} : Knowledge about Oppo Smartphone product that owned by celebrity
- X_{1.2.2} : Experience related to Oppo Smartphone that owned by celebrity
- X_{1.2.3} : Expertise related to Oppo Smartphone that owned by celebrity
- X_{1.2.4} : Qualification related to Oppo Smartphone that owned by celebrity
- X_{1.3.1} : Beauty faces that owned by celebrity when promoting Oppo Smartphone
- X_{1.3.2} : Appearance that owned by celebrity when promoting Oppo Smartphone
- X_{1.3.3} : Classy impression that owned by celebrity when promoting Oppo Smartphone
- X_{1.3.4} : Personal appeal that owned by celebrity when promoting Oppo Smartphone
- X_{1.4.1} : Celebrity image in front of society when promoting Oppo Smartphone
- X_{1.4.2} : Achievement that owned by celebrity during promoting Oppo Smartphone
- X_{1.4.3} : Celebrity Popularity during promoting Oppo Smartphone
- X_{1.5.1} : Characteristic similarity with audience when promoting Oppo Smartphone
- X_{1.5.2} : Life style similarity with audience when promoting Oppo Smartphone
- X_{1.5.3} : Taste similarity with audience when promoting Oppo Smartphone

a. Trustworthiness Indicator

The first indicator of Celebrity Endorser is Trustworthiness. Based on the Table 21, from 116 respondents in the item X_{1.1.1}, there was no respondent that strongly disagree about Celebrity Endorser can deliver Oppo message in advertisement. Two person (1.72%) disagree, 16 person (13.79%) stated Neutral. Therefore, 88 respondents (75.86%) stated agree and the rest 10 respondents (8.62%) stated strongly agree. Based on the data, it can be concluded that respondents thinking that celebrity endorser can deliver Oppo message in advertisement with the item's mean score of 3.91. It can be concluded that in respondent think celebrity endorser can deliver Oppo message in advertisement.

Based on the Table 21, from 116 respondents in the item X_{1.1.2} there was no respondent that strongly disagree and disagree about reliability of celebrities in bringing the advertisement of Oppo Smartphone. From the data 39 respondents (33.62%) neutral about this statement, 36 respondent (31.03%) stated agree. Therefore, 41 respondents (35.34%) stated strongly agree with the mean score of the item is 4.00 . This indicates that the respondents think that the celebrity endorser of Oppo Smartphone have a high reliability that can bring the advertisement of Oppo Smartphone.

Based on the Table 21, from 116 respondents in the item X_{1.1.3} there is 2 respondents (1.72%) stated strongly disagree with this statement, 7 person (6.03%) stated disagree, and 32 respondents (27.58%) stated

neutral, 49 respondents (42,24%) stated agree and the rest 26 respondents (22.41%) stated agree with mean of the item 3.77. It indicated that celebrity endorser of Oppo Smartphone have high sincerity in delivering messages of advertising.

Based on the Table 21, from 116 respondents in the item X_{1.1.4}, there was no respondent that strongly disagree about celebrity's trust in delivering advertising messages. There were 11 respondents (9.48%) answered disagree with the statement, 26 respondents (22.41%) neutral, 44 respondents (37.93%) answered agree, and 35 respondents (30.17%) answered agree. It shows that Oppo Smartphone celebrity endorser's have high trust in delivering advertising messages because the mean score was 3.87.

The overall mean of this indicator was 3.88 . Its shows that Oppo Smartphone celebrity endorser have a high trustworthiness.

b. Expertise Indicator

The second indicator of Celebrity Endorser is Expertise. From Table 21 it is known that the respondents in this study were 116 people, the fist item in this indicator stated that 3 respondents (2.58%) strongly disagree to the knowledge that owned by celebrity, 6 respondents (5.17%) stated disagree, 32 respondents (27.58%) stated neutral, 48 respondents (41.37%) stated agree and the rest 27 respondents (23.27%) stated agree with the mean of this item is 3.79 . It can be concluded that knowledge of

celebrity endorser is high in delivering the message of Oppo Smartphone advertisement.

Based on the Table 21, from 116 respondents in the item $X_{1.2.2}$, there were 4 respondents (3.44%) answered strongly disagree, 8 respondents (6.89%) answered disagree, 36 respondents (31.03%) answered neutral, 38 respondents (32.75%) answered agree and the rest 30 respondents (25.86%) answered strongly agree with the mean of this item is 3.69. This indicates that the majority of the respondents stated that experience about Oppo Smartphone that owned by celebrity endorser was high.

From Table 21 it is known that the respondents in this study were 116 people, none of the respondents that strongly disagree about the expertise that owned by celebrity endorser. There are 4 respondents (3.44%) disagree about this statement, 25 respondents (21.55%) stated neutral, 52 respondents (44.82%) stated agree and 35 respondents (30.17%) agree with this statement. This item accounted its mean score 4.00. Based on the result can be said that expertise of celebrity endorser was high in delivering the message of Oppo Smartphone advertisement.

The fourth item states that qualification that owned by celebrity endorser. None of them strongly disagree about this statement. There were 3 respondents (2.58%) answered disagree, 27 respondents (23.27%) answered neutral, 50 respondents (43.10%) answered agree and the rest 36 respondents (31.03%) answered strongly agree with the mean item 3.98. It

can be concluded that the respondents in this study think that qualification of Oppo Smartphon was high in delivering Oppo Smartphone messeges.

The overall mean of this indicator was 3.86. Its shows that the Expertise of Oppo Smartphone's Celebrity Endorser was high.

c. Attractiveness

The third indicator is attractiveness that consist of four item, beauty faces ($X_{1.3.1}$), Appearance ($X_{1.3.2}$), Classy impression ($X_{1.3.3}$), Personal appeal ($X_{1.3.4}$). There were 5 respondents (4.31%) stated strongly disagree, 4 respondents (3.44%) stated disagree, 22 respondents (18.96%) stated neutral, 50 respondents (43.10%) stated agree and the last 35 respondents (30.17%) stated strongly agree with mean of this item is 30.17. It indicated that most people considered the beauty faces that owned by celebrity endorser of Oppo Smartphone was high when promoting Oppo Smartphone advertisement.

Based on the Table 21, from 116 respondents in the item $X_{1.3.2}$ there were 5 respondents (4.31%) stated strongly disagree, 10 respondents (8.62%) stated disagree, 27 respondents (23.27%) stated neutral, 43 respondents (37.06%) stated agree and the rest 31 respondents (26.72%) stated agree with this statement. This item accounred it mean score 26.72. Based on the result can be said that the respondents in this study were think that appearance of Oppo Smartphone celebrity endorser was high.

Based on the Table 21, from 116 respondents in the item $X_{1.3.3}$, there were 2 respondents (1.72%) stated strongly disagree, 7 respondents

(6.03%) stated disagree, 38 respondents (32,75%) stated neutral, 44 respondents (37.93%) stated agree, and the rest 25 respondents (21.55%) stated strongly agree. This item accounted it mean score 21.55. Based on the result can be said that celebrity endorser had a high impression when promoting Oppo Smartphone.

From Table 21 it is known that the respondents in this study were 116 people, there were 4 respondents (3.44%) answered strongly disagree, 6 respondents (5.17%) answered disagree, 29 respondents (25.00%) answered neutral, 44 respondents (38.93%) answered agree, and 33 respondents (28.44%) answered strongly agree with the mean of this item is 3.81. It can be concluded that personal appeal of celebrity endorser was high when promoting Oppo Smartphone.

The overall mean score on this indicator is 3.80. It shows that respondents was think that Attractiveness of Oppo Celebrity Endorser was high.

d. Respect

The fourth indicator of Celebrity Endorser is Respect. From Table 21 it is known that the respondents in this study were 116 people, the first item in this indicator stated that 11 respondents (9.48%) strongly disagree with this statement, 14 respondents (12.06%) stated disagree, 22 respondents (18.96%) stated neutral, 43 respondents (37.06%) stated agree and the rest 26 respondents (22.41%) stated strongly agree with the mean of the item is 3.50 which means the results were included in good

category. It can be concluded that Celebrity Image of Celebrity Endorser was high when promoting Oppo Smartphone.

Based on the Table 21, from 116 respondents in the item $X_{1.4.2}$, there were 5 respondents (4.31%) answered strongly disagree with this statement, 8 respondents (6.89%) answered disagree, 36 respondents (31.03%) neutral, 39 respondents (33.62%) answered agree and 28 respondents (24.13%) answered agree. This item accounted it mean score 3.64 which can be conclude in good category. Based on the result can be said that achievement related Oppo Smartphone that celebrity endorser had was high.

From Table 21 it was known that the respondents in this study were 116 people, there were 6 respondents (5.17%) stated strongly disagree, 14 respondents (12.06%) stated disagree, 29 respondents (25.00%) stated neutral, 35 respondents (30.17%) stated agree and the rest 32 respondents (27.58%) stated strongly agree with this statement and have an mean item 3.67. This mean item concluded in good category. It can be concluded that in this item statement respondents was think that celebrity endorser of Oppo Smartphone popularity was high.

The overall mean score on this indicator is 3.60. It showed that respect of Oppo Smartphone Celebrity Endorser was high.

e. Similarity

The last indicator of Celebrity Endorser is Similarity. Based on the Table 21, from 116 respondents in the item $X_{1.5.1}$, there is 5 respondents

(4.31%) stated strongly disagree, 10 respondents (8.62%) stated disagree, 30 respondents (25.86%) stated neutral, 39 respondents (33.62%) stated agree, 27 respondents (23.37%) stated strongly agree with the mean of item is 3.75. It concluded that celebrity endorser had high characteristic similarity with the Oppo's product itself.

Based on the Table 21, from 116 respondents in the item X_{1.5.2} there were 2 respondents (1.72%) answered strongly disagree, 5 respondents (4.31%) answered disagree, 33 respondents (28.44%) answered neutral, 46 respondents (39.65%) answered agree, 30 respondents (25.86%) answered strongly agree with the mean of this item is 3.86. It can be concluded that in this item statement respondents had high life style similarity with the Oppo's product itself.

Based on the Table 21, from 116 respondents in the item X_{1.5.3}, no one of the respondents stated strongly disagree. There were 6 respondents (5.17%) stated disagree, 33 respondents (28.44%) stated neutral, 51 respondents (43.96%) stated agree, and the rest 26 respondents (22.41%) stated strongly agree. This item accounted its mean score 3.82. Based on the result can be said that taste similarity from celebrity endorser with the Oppo's product itself was high.

The overall mean score on this indicator was 3.81. It shows that similarity of Oppo Smartphone celebrity endorser was high.

Mean score of the variable of Celebrity Endorser (X) is 3.79 which is still in the “High” category. Based on calculated data, it means the Celebrity Endorser gives a positive impact in order communicating brand.

2. Frequency Distribution of Variable Brand Awareness (Y₁)

The following is a review of Brand Awareness of 4 indicators, namely Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind.

Results of respondents on the 12 question can be seen in Table 22.

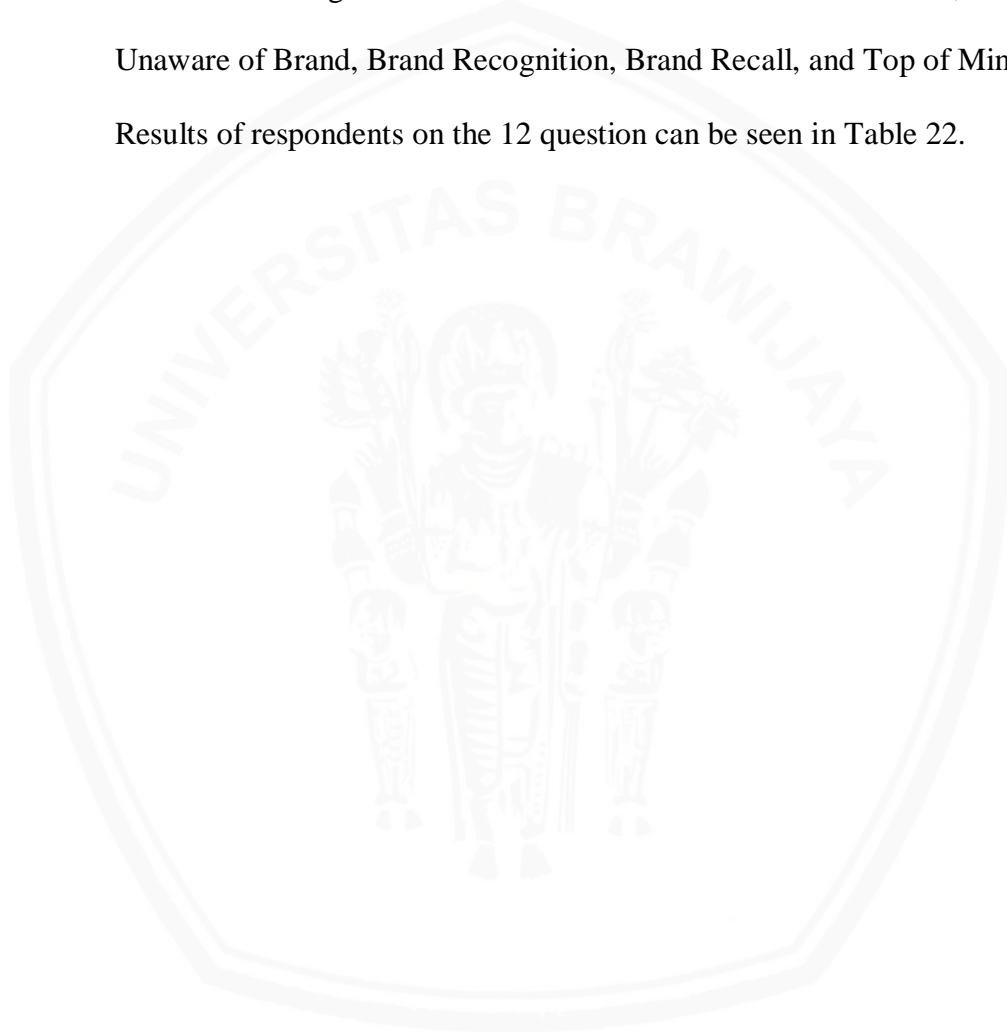


Table 22 Frequency Distribution of Variable Brand Awareness (Y₁)

Indicator	Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Mean Item	Mean Indicator
		1		2		3		4		5					
		f	%	f	%	f	%	f	%	f	%	Total	%		
Unaware of Brand	Y _{1.1.1}	2	1.72	3	2.58	14	12.93	84	71.55	13	11.20	116	100	3.88	3.97
	Y _{1.1.2}	1	0.86	6	5.17	23	19.82	38	32.76	48	41.38	116	100	4.08	
	Y _{1.1.3}	2	1.72	1	0.86	29	25.00	50	43.10	34	29.31	116	100	3.97	
Brand Recognition	Y _{1.2.1}	0	0.00	1	0.86	20	17.24	59	50.86	36	31.03	116	100	4.12	4.01
	Y _{1.2.2}	1	0.86	4	3.45	35	30.17	51	43.97	25	21.55	116	100	3.81	
	Y _{1.2.3}	0	0.00	5	4.31	25	21.55	39	33.62	47	40.52	116	100	4.10	
Brand Recall	Y _{1.3.1}	0	0.00	1	0.86	29	25.00	43	37.07	43	37.07	116	100	4.10	4.05
	Y _{1.3.2}	2	1.72	1	0.86	28	24.14	53	45.69	26	22.41	116	100	3.96	
	Y _{1.3.3}	2	1.72	4	3.45	19	16.38	46	39.66	45	38.79	116	100	4.10	
Top of Mind	Y _{1.4.1}	1	0.86	3	2.59	25	21.55	48	41.38	39	33.62	116	100	4.04	3.86
	Y _{1.4.2}	2	1.72	4	3.45	30	25.86	52	44.83	28	24.14	116	100	3.86	
	Y _{1.4.3}	3	2.59	3	2.59	45	38.79	40	34.48	25	21.55	116	100	3.69	
Grand Mean Variabel Brand Awareness															3.97

Source : Appendix 9

Notes : SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree ; SDA: Strongly Disagree ; f: Frequency ; %: Percentage

Explanation :

Y_{1.1.1} : Knowledge about Oppo Smartphone brand

Y_{1.1.2} : Awareness about the existence of Oppo Smartphone

- Y_{1.1.3} : Limitation to identify an Oppo Smartphone brand
- Y_{1.2.1} : Recognize Oppo Smartphone brand by advertisement
- Y_{1.2.2} : Recognize Oppo Smartphone brand by word of mouth
- Y_{1.2.3} : Recognize Oppo Smartphone brand by a display product
- Y_{1.3.1} : Easy to remember Oppo Smartphone brand
- Y_{1.3.2} : The ability to identify Oppo Smartphone brand with one of the five sense
- Y_{1.3.3} : Funny motto and slogan of Oppo Smartphone to ease remember
- Y_{1.4.1} : Oppo Smartphone brand can be easy recognize
- Y_{1.4.2} : Making the main memory of Oppo Smartphone brand from a variety of other brands available
- Y_{1.4.3} : Making Oppo Smartphone brand as ultimate answer to every question



a. Unaware of Brand Indicator

The first indicator of Brand Awareness is Unaware of Brand. Based on the Table 22, from 116 respondents in the item Y_{1.1.1}, there were 2 respondent (1.72%) stated strongly disagree about this statement. Three person (2.58%) disagree, 14 person (12.93%) stated Neutral. Therefore, 84 respondents (71.55%) stated agree and the rest 13 respondents (11.20%) stated strongly agree. Based on the data, it can be concluded that respondents thinking that celebrity Oppo is a famous brand that makes consideration to have Oppo Smartphone product with the item's mean score of 3.88. It can be concluded that Oppo Smartphone knowledge of respondents was high.

Based on the Table 22, from 116 respondents in the item Y_{1.1.2}, there was 1 respondents (0.86%) stated strongly disagree, 6 respondents (5.17%) stated disagree, 23 respondents (19.82%) stated neutral, 38 respondents (32.76%) stated agree, and the rest 48 respondents (41.38%) stated strongly agree. This item accounted its mean score 4.08. Based on the result can be said that the awareness about the existence of Oppo Smartphone brand is high.

From Table 22, it is known that the respondents in this study were 116 people, there are 2 respondents (1.72%) stated strongly disagree, 1 respondents (0.86%) stated disagree, 29 respondents (25.00%) stated neutral, 50 respondents (43.10%) stated agree and the rest 34 respondents (29.31%) stated strongly agree with this statement and have an mean item

3.97. This mean item concluded in high category. It can be concluded that limitation to identify an Oppo Smartphone brand was high.

The overall mean score on the unaware of brand indicator was 4.27. Results it belongs in very good category. This shows that most unaware of brand indicator was high.

b. Brand Recognition

The second indicator of brand awareness is brand recognition. From Table 22 it is known that the respondents in this study were 116 people, the first item in this indicator no one stated strongly disagree to the statement that respondent known Oppo Smartphone from advertisement, 1 respondents (0.86%) stated disagree, 20 respondents (17.24%) stated neutral, 59 respondents (50.86%) stated agree and the rest 36 respondents (31.02%) stated agree with the mean of this item is 4.12 . It can be concluded that respondent recognize Oppo Smartphone brand by advertisement was high.

Based on the Table 22, from 116 respondents in the item $Y_{1.2.2}$, there 1 respondent (0.86%) that strongly disagree about this statement. There are 4 respondents (3.45%) answered disagree with the statement, 35 respondents (30.17%) neutral, 51 respondents (43.97%) answered agree, and 25 respondents (21.55%) answered agree. It shows that the respondents in this study word of mouth interaction of Oppo Smartphone brand was high because the mean score is 3.81.

From Table 22 it is known that the respondents in this study were 116 people, no one stated strongly disagree. There are 5 respondents (4.31%) stated disagree, 25 respondents (21.55%) stated neutral, 39 respondents (33.62%) stated agree and the rest 46 respondents (40.52%) stated strongly agree with this statement and have an mean item 4.10. This mean item concluded in very high category. It can be concluded that respondent aware about Oppo Smartphone brand because its display product was high.

The overall mean score on this indicator is 3.81 which conclude that this indicator is in very good category. It shows that brand recognition of Oppo Smartphone brand was high.

c. Brand Recall

The third indicator of Brand Awareness is Brand recall. From Table 22 it is known that the respondents in this study were 116 people, the first item in this indicator none of the respondents that strongly disagree about this statement, 1 respondents (0.86%) stated disagree, 29 respondents (25.00%) stated neutral, 43 respondents (37.07%) stated agree and the rest 43 respondents (37.07%) stated strongly agree with the mean of the item was 4.10 which means the results are included in very high category. It can be concluded that Oppo Smartphone was a brand that easily to remember.

From Table 22 it is known that the respondents in this study were 116 people, there are 2 respondents (1.72%) stated strongly disagree, 1

respondents (0.86%) stated disagree, 28 respondents (24.14%) stated neutral, 53 respondents (45.69%) stated agree and the rest 26 respondents (22.41%) stated strongly agree with this statement and have an mean item 3.96. This mean item concluded in high category. It can be concluded that respondent had a good ability to identify a brand with one of the five sense.

Based on the Table 22, from 116 respondents in the item $Y_{1.3.3}$, there were 2 respondents (1.72%) stated strongly disagree, 4 respondents (3.45%) stated disagree, 19 respondents (16.38%) stated neutral, 46 respondents (39.66%) stated agree, and the rest 45 respondents (38.79%) stated strongly agree. This item accounted its mean score 4.10. This mean item concluded in very high category. Based on the result can be said that Oppo Smartphone's motto and slogan is very good so that the respondent ease to remember.

The overall mean score on this indicator is 4.05 which conclude that this indicator is in very good category. It shows that brand recall of Oppo Smartphone was high.

d. Top of Mind

The last indicator of the brand awareness variable is top of mind. From Table 22 it is known that the respondents in this study were 116 people, the first item in this indicator stated that 1 respondents (0.86%) strongly disagree, 3 respondents (2.59%) stated disagree, 25 respondents (21.55%) stated neutral, 48 respondents (41.38%) stated agree and the rest 39 respondents (33.62%) stated agree with the mean of this item is 4.04

conclude that this indicator was in high category. It can be concluded that Oppo Smartphone was easily brand to recognize by the respondents.

Based on the Table 22, from 116 respondents in the item $Y_{1.4.3}$, there 2 respondent (1.72%) that strongly disagree about this statement. There are 4 respondents (3.45%) answered disagree with the statement, 30 respondents (25.86%) neutral, 52 respondents (44.83%) answered agree, and 28 respondents (24.14%) answered agree with the mean of this item is 3.86. It shows that the the interest to buy an Oppo Smartphone was high.

From Table 22 it is known that the respondents in this study were 116 people, there are 3 respondents (2.59%) stated strongly disagree, 3 respondents (2.59%) stated disagree, 45 respondents (38.79%) stated neutral, 40 respondents (34.48%) stated agree and the rest 25 respondents (21.55%) stated strongly agree with this statement and have an mean item 3.69. This mean item concluded in high category. It can be concluded that Oppo Smartphone brand was always wanted by the respondents.

The overall mean score on the unaware of brand indicator is 3.86. The result belongs in high category. This shows that top of minf of the respondent was high to Oppo Smartphone brand.

Mean score of the variable of Brand Awareness (Y_1) is 3.97 which waas still in the “High” category. Based on calculated data, it means the respondents has a positive respond about brand awareness.

3. Frequency Distribution of Variable Purchase Decision(Y_2)

The following is a review of Purchase Decision of indicators, namely Purchase Decision Structure. Results of respondents on the 5 question can be seen in Table 23.



Table 23 Frequency Distribution of Purchase Decision (Y₂)

Indicator	Item	SDA (1)		DA (2)		N (3)		A (4)		SA (5)		Total		Mean Item	Mean Indicator
		1		2		3		4		5					
		f	%	f	%	f	%	f	%	f	%	Total	%		
Purchase Decision Structure	Y _{2.1.1}	0	0	7	6.03	22	18.97	69	59.48	18	15.52	116	100	3.84	4.86
	Y _{2.1.2}	2	1.72	5	4.31	21	18.10	38	32.76	50	43.10	116	100	4.11	
	Y _{2.1.3}	1	0.86	1	0.86	33	28.45	52	44.83	29	25.00	116	100	3.92	
	Y _{2.1.4}	0	0.00	13	11.21	18	15.52	49	42.24	36	31.03	116	100	3.93	
	Y _{2.1.5}	1	0.86	11	9.48	31	26.72	56	48.28	17	14.66	116	100	3.66	
Grand Mean Variabel Purchase Decision														4.86	

Source : Appendix 9

Notes : SA: Strongly Agree; A: Agree; N: Neutral; DA: Disagree ; SDA: Strongly Disagree ; f: Frequency ; %: Percentage

Explanation :

- Y_{2.1.1} : Decision of consumer about the type of Oppo Smartphone product
- Y_{2.1.2} : Decision about the shape of Oppo Smartphone product
- Y_{2.1.3} : Decision about purchased Oppo Smartphone brand
- Y_{2.1.4} : Decision on the number of Oppo Smartphone products that consumer want to buy
- Y_{2.1.5} : Decision about the time of purchase Oppo Smartphone product

a. Purchase Decision Structure

The indicator of Purchase Decision is Purchase Decision Structure. Based on the Table 23, from 116 respondents in the item Y_{2.1.1}, none of respondents stated strongly disagree about this statement. Seven person (6.03%) disagree, 22 person (18.97%) stated Neutral. Therefore, 69 respondents (59.48%) stated agree and the rest 19 respondents (15.52%) stated strongly agree. Based on the data, it can be concluded that respondents thinking that purchase Oppo products because Oppo is the smartphone needed with the item's mean score of 3.84. It can be concluded that decision about the type of product of Oppo Smartphone was high.

Based on the Table 23, from 116 respondents in the item Y_{2.1.2}, there were 2 respondents (1.72%) stated strongly disagree, 5 respondents (4.31%) stated disagree, 21 respondents (18.10%) stated neutral, 38 respondents (32.76%) stated agree, and the rest 50 respondents (43.10%) stated strongly agree. This item accounted it mean score 4.11. This mean item concluded in very high category. Based on the result can be said that Oppo products have various kind of design so giving the desire to purchase Oppo products.

From Table 23 it is known that the respondents in this study were 116 people, there 1 respondent (0.86%) stated strongly disagree. There are 1 respondents (0.86%) stated disagree, 33 respondents (28.45%) stated neutral, 52 respondents (44.83%) stated agree and the rest 29 respondents

(25.00%) stated strongly agree with this statement and have an mean item 3.92. This mean item concluded in high category. It can be concluded that decision of respondent to Oppo Smartphone was high.

Based on Table 23, from 116 respondents in the item $Y_{2.1.4}$, there was no respondent that strongly disagree about Celebrity Endorser can deliver Oppo message in advertisement. There were 13 person (11.21%) disagree, 18 person (15.52%) stated neutral. Therefore, 49 respondents (42.24%) stated agree and the rest 36 respondents (31.03%) stated strongly agree. Based on the data, it can be concluded that respondents thinking that celebrity endorser can deliver Oppo message in advertisement with the item's mean score of 3.93. This mean item concluded in high category. It can be concluded decision on the number of Oppo Smartphone product was high.

Based on the Table 23, from 116 respondents in the item $Y_{2.1.5}$, there 1 respondents (0.86%) stated strongly disagree, 11 respondents (9.48%) stated disagree, 31 respondents (26.72%) stated neutral, 56 respondents (48.28%) stated agree, and the rest 17 respondents (14.66%) stated strongly agree. This item accounted its mean score 3.66. Based on the result can be said that the respondents in this study were agree about purchase Oppo products after seeing the advertisement and celebrity endorser

Mean score of the variable of Purchase Decision (Y_2) is 4.86 which was still in the "Very High" category. Based on calculated data, it means

the purchase decision structure of respondent was high. The respondents had a tend to purchase an Oppo Smartphone brand.

D. Path Analysis Result

The path analysis model in this study has two dependent variables and one independent variable. Result of path analysis of Celebrity Endorser (X), Brand Awareness (Y_1), and Purchase Decision (Y_2) is described as follows:

1. Path Coefficient of Celebrity Endorser and Brand Awareness

The result of analysis of Celebrity Endorser (X) path to Brand Awareness (Y_1) will be explained in Table 4.18 to test the research hypothesis:

H_1 : Celebrity Endorser (X) have a significant effect on Brand Awareness (Y_1)

Table 24 The Result of Path Coefficient Testing of Celebrity Endorser and Brand Awareness

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
Celebrity Endorser	Brand Awareness	0.570	7.409	0.000	Significant
R square (R^2) = 0.325 n = 116					

Source : Appendix 10

The calculation result of the influence of Celebrity Endorser on Brand Awareness showed the significant influence. This can be proved by beta coefficient of 0.570 and the probability of ($0.000 < 0.05$), then Celebrity Endorser has significant influence on Brand Awareness.

2. Path Coefficient of Celebrity Endorser and Purchase Decision

The result of analysis of Celebrity Endorser (X) path to Brand Awareness (Y₁) will be explained in Table 4.19 to test the research hypothesis:

H₂ : Celebrity Endorser (X) have a significant effect on Purchase Decision variable (Y₂)

Table 25 The Result of Path Coefficient Testing of Celebrity Endorser and Purchase Decision

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
Celebrity Endorser	Purchase Decision	0.557	7.149	0.000	Significant
R square (R ²) = 0.537 n = 116					

Source : Appendix 10

The calculation result of the influence of Celebrity Endorser on Purchase Decision showed the significant influence. This can be proved by beta coefficient of 0.557 and the probability of (0.000<0.05), then Celebrity Endorser has significant influence Purchase Decision.

3. Path Coefficient of Brand Awareness and Purchase Decision

The result of analysis of Brand Awareness (Y₁) to Purchase Decision (Y₂) will be explained in Table 4.20 to test the research hypothesis :

H₂ : Celebrity Endorser (X) have a significant effect on Purchase Decision variable (Y₂)

Table 26 The Result of Path Coefficient Testing of Celebrity Endorser and Purchase Decision

Independent Variable	Dependent Variable	Standardized Coefficients Beta	t	p-value	Notes
Brand Awareness	Purchase Decision	0.255	3.272	0.001	Significant
R square (R ²) = 0.537 n = 116					

Source : Appendix 10

The calculation result of the influence of Brand Awareness on Purchase Decision showed the significant influence. This can be proved by beta coefficient of 0.255 and the probability of ($0.001 < 0.05$), then Brand Awareness has significant influence Purchase Decision.

4. Direct, Indirect, and Total Effect

Coefficient of Celebrity Endorser path and Brand Awareness and its impact on Purchase Decision, determined by calculations that consist of direct effects, indirect effect and the total effect. In this study Direct Effect is the direct effect of one variable to other variables without going through intervening variables, while Indirect Effect is indirect influence of one variable to other variables through intervening variable. While the Total Effect is Whereas the total influence is the total overall influence of independent variables and intervening on the dependent variable. Direct effect, indirect effect and total effect can be seen in Table 27.

Tabel 27 The Recapitulation of Direct Effect, Indirect Effect and Total Effect

Independent Variable	Dipendent Variable	Direct Effect	Inderect Effect	Total Effect	Sig.	Ket.
X	Y ₁	0,570	-	-	0,000	Significant
X	Y ₂	0,577	0.145	0,722	0,000	Significant
Y ₁	Y ₂	0,255	-	-	0,000	Significant

Source : Appendix 10

According to Table 26 it was known that the direct effect of Celebrity Endorser on Brand Awareness is 0.570, and the direct effect of Celebrity Endorser variable to Purchase Decision is 0.577, and the direct effect of Brand Awareness variable to Purchase Decision by 0.255. This is the direct calculation or direct effect :

$$\begin{aligned}
 \text{Direct Effect (DE)} \quad \text{I} &= \rho_{Y_1X} = 0.570 \\
 &\text{II} = \rho_{Y_2X} = 0.577 \\
 &\text{III} = \rho_{Y_1Y_2} = 0.255
 \end{aligned}$$

In Table 27, the first indirect effect or influence of Celebrity Endorser (X) on Purchase Decision (Y₂) through Brand Awareness (Y₁) is 0.145. There were the results of the calculation of indirect effect:

$$\begin{aligned}
 \text{Indirect Effect (IE)} \quad \text{I} &= \rho_{Y_1X} \times \rho_{Y_1Y_2} \\
 &= 0.570 \times 0.255 \\
 &= 0.145
 \end{aligned}$$

There were the results of the calculation of total effect:

$$\begin{aligned}
 \text{Total Effect (TE)} &= \text{Direct Effect} + \text{Indirect Effect} \\
 \text{Total Effect (TE)} \quad \text{I} &= \rho_{Y_2X} + (\rho_{Y_1X} \times \rho_{Y_1Y_2}) \\
 &= 0.577 + 0.145 \\
 &= 0.722
 \end{aligned}$$

It showed the effect of total Celebrity Endorser of Purchase Decision through intervening variable Brand Awareness is 0.722. Based on the results, it shows that direct effect of Celebrity Endorser variable to Purchase Decision variable greater than indirect effect of Celebrity Endorser variable to Purchase Decision variable ($0.577 > 0.145$). It can be concluded that in this study, the Celebrity Endorser variable has an important role in influencing Purchase Decision, although also supported by Brand Awareness variables.

5. Path Analysis Result

The result of path coefficient calculation obtained in this research resulted coefficient path between variables as described in the next page,

Figure 7:

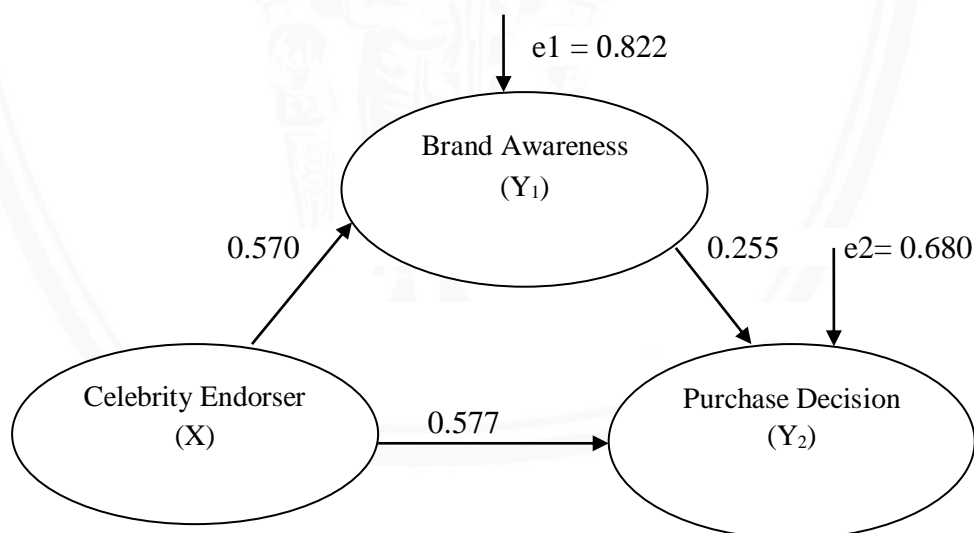


Figure 7 : Diagram of Path Analysis Result

Source : Appendix 10

Notes : The result shows that X has significant effect to Y₁, X has significant influence to Y₂, and Y₁ has significant influence to Y₂

Before Calculation of e value :

$$\begin{aligned}\rho_{e1} &= \sqrt{1 - R_1^2} \\ &= \sqrt{1 - 0.325} \\ &= 0.822\end{aligned}$$

$$\begin{aligned}\rho_{e2} &= \sqrt{1 - R_2^2} \\ &= \sqrt{1 - 0.537} \\ &= 0.680\end{aligned}$$

The structural equation of the path analysis results in Figure 4.2 as follows:

$$Y_1 = 0.570X + e1 \ 0.822$$

$$Y_2 = 0.255 Y_2 + 0.577 X + e2 \ 0.680$$

Based on the overall calculation that has been done, this research resulting in the path coefficient between the variables described in Figure 7. The coefficient of Celebrity Endorser variable to Brand Awareness was 0.570, then the Celebrity Endorser variable coefficient on Purchase Decision was 0.577, and coefficient of variable of Celebrity Endorser to Brand Awareness equal to 0,255.

6. Assesment Model

Assesment model hypothesis in this research was measured using coefficient of determinants (R^2) in the second equation. Calculation of Assessment model hypothesis as follows :

$$\begin{aligned}
 R^2_{\text{model}} &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (1 - 0,325) (1 - 0,537) \\
 &= 1 - (0,675) (0,463) \\
 &= 1 - 0,312 \\
 &= 0.688 \text{ or } 68.8\%
 \end{aligned}$$

The calculation of assessment model hypothesis showed a result of 0.688%. In other words, the Purchase Decision which directly used by Brand Awareness and direct and indirect by Celebrity Endorser is 0.688% while the rest 0.312% is variable by other variables excluded in this research model. Based on the results of the data that has been obtained through the calculation of the overall path analysis, it can be conclude that the model of path analysis in this research is valid or feasible.

E. Discussion of the Research

The result of the influencing factors on celebrity endorser to brand awareness and it's impact to purchase decision have three seven result of hypothesis testing in this research that is Celebrity Endorser (X) have a significant effect on Brand Awareness variable (Y_1), Celebrity Endorser (X) have a significant effect on Purchase Decision variable (Y_2), and Brand Awareness (Y_1) have a significant effect on Purchase Decision variable (Y_2).

1. The Influence of Celebrity Endorser on Brand Awareness

Based on Table 24, shown the result of the path analysis of positive effect in the Celebrity Endorser on Brand Awareness indicated by the path

coefficient of 0.570 and the result showed a significant effect with a probability of 0.000 ($p < 0.05$). Based on the results, the hypothesis states that Celebrity Endorser has a significant influence and a positive sign on Brand Awareness is accepted. The positive sign means that higher quality of celebrities endorse the product, the higher undergraduate student brand awareness.

The amount of influence of Celebrity Endorser variable to Brand Awareness variable can be seen from the value of coefficient of determination (R^2) that is equal to 0.325% with influence of other variable not found in this research equal to 0.675%. Based on the results of the research in Table 21, it can be seen that item X_2 and X_7 that Celebrity Endorser was reliable in delivering Oppo advertisement and Celebrity Endorser have a great skilled in promoting Oppo products have the greatest mean value in celebrity Endorser variable with the item's mean score of 4.00, this proved that consumer of Oppo Smartphone will create the awareness of Oppo Smartphone brand because of Celebrity Endorser of Oppo Smartphone was reliable and have a great skilled in promoting Oppo Smartphone itself. Based on the Table 21 also can be seen X_{11} item that the respondent aware to Oppo Smartphone because of the impression of Celebrity Endorser with mean value 3.73. This proves that Celebrity Endorser give influence on Brand Awareness, although item X_{22} is not the highest item average on Celebrity Endorser variable.

The samples in this research were Undergraduate Student User of Oppo Consumer in Malang City that categorized as millennials generation. Based on Table 14, price become the main reason of respondent in purchased Oppo smartphone with the amount of 32.75% but despite of product price, quality becoming the second with the amount of 31.89%. This result indicates that the respondents not only purchasing product only but also from product price but also from quality.

The findings of this study are reinforced by study from Brown Walter and Jane chinyere (2016) concluded that celebrity endorsement and brand awareness are positively and significantly correlated. This is because celebrity endorsement is positively associated with brand recognition and brand recall. This is in line with the results in this study that showed the value of beta coefficients of celebrity endorser to the brand awareness is greater when compared with the purchase decision. It therefore holds that a well calculated use of celebrity advertising will cause an increase in brand awareness, hence it is recommended that fastfood brands which seek to remain competitive through enhanced brand recognition and recall should employ celebrity endorsement as a strategic.

2. The Influence of Celebrity Endorser on Purchase Decision

Based on Table 26, shown the result of the path analysis of positive effect in the Celebrity Endorser on Purchase Decision indicated by the path coefficient of 0.557 and the result showed a significant effect with a probability of 0.000 ($p < 0.05$). The amount of influence of Celebrity

Endorser variable to Brand Awareness variable can be seen from the value of coefficient of determination (R^2) that is equal to 0.537% with influence of other variable not found in this research equal to 0.463%. It can be concluded from hypothesis states that Celebrity Endorser has a significant influence and a positive sign on Brand Awareness is accepted. The positive sign means that higher firm created good celebrity endorser for its product the higher undergraduate student purchase decision. By using celebrity as an endorser is believed to influence consumer purchasing decisions and boost product sales.

These finding relevance with the previous study by Sharma and Gil (2015) stated that generally celebrity promotions are very good and most tremendous panorama of creating realistic situation among customers that they must take proper purchase decision in terms of life style brands and encourage other also to get purchase it. Based on table 19 which is the result of the introduction question stated that 75.86% respondents answered they purchased Oppo Smartphone because get influenced by Celebrity Endorser. Also can be seen from Table 26, $Y_{2.5}$ item that respondent purchase Oppo Smartphone products after seeing the advertisement and its celebrity endorser with mean value 3.66. By using celebrity as an endorser is believed to influence consumer purchasing decisions and boost product sales.

This is also aligned with opinion by study from Research conducted Babu (2014: 299) states that celebrity endorser able to influence

consumer to purchase. The research by Low and Lim (2012) stated the respondents from its research concurred that the celebrity endorser helped them to easily identify and differentiate the various brands in the market which led to better product knowledge hence being more confident in their purchase decisions. The consumers agreed that the celebrity endorser would be able to capture their attention towards the brand whenever they saw the advertisement featuring the celebrity. The younger generation was also more receptive about the latest happenings on the media and surroundings. It is also found that Malaysian young consumers perceive the celebrity endorser as a role model who influences their purchase decisions.

3. The Influence of Brand Awareness on Purchase Decision

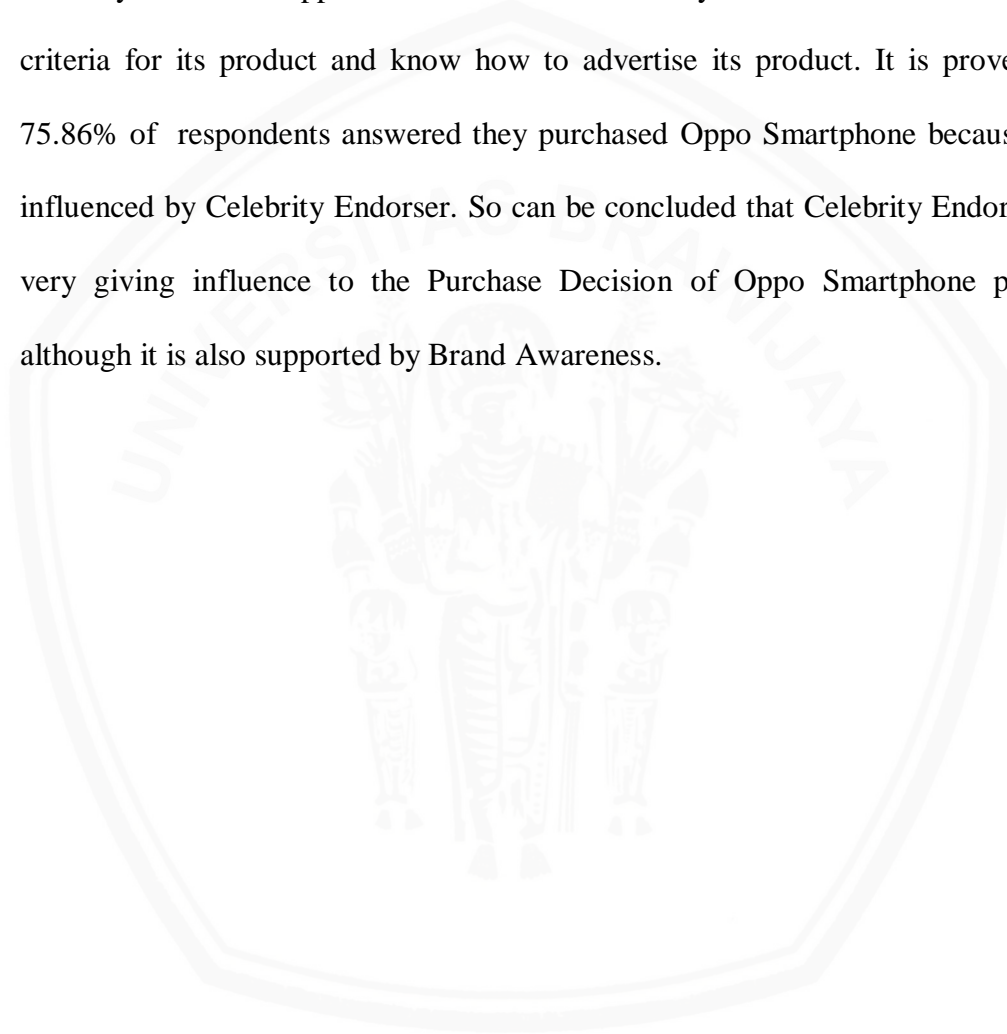
Based on the Table 26, shows the result of the path analysis brand awareness have positive effect in purchase decision indicate by the path coefficient of 0.255 and the result show a significant effect on purchase decision with a probability of 0.001 ($p < 0.05$). Based on the results, the hypothesis states that brand awareness has a significant influence and a positive sign on purchase decision is accepted. The positive sign means that the higher brand awareness the higher purchase decision. Therefore, the Celebrity Endorser used to communicate Oppo Smartphone products and it will affect indirectly in Purchase Decision. The amount of influence of Celebrity Endorser variable to Brand Awareness variable can be seen from the value of coefficient of determination (R^2) that is equal to 0.537%

with influence of other variable not found in this research equal to 0.463%.

The result of research conducted by Perera and Dissanayak (2013) states Brand Awareness was the most influential factor on consumer purchase decision among other elements of brand equity. The relationship between brand awareness and consumers purchase decision of foreign makeup products is highly significant. This statement align with this research from Table 23, Y_{2.3} item that respondent purchase Oppo Smartphone product because of its famous brand with mean value 3.92, although item Y_{2.3} is not the highest item average on Purchase Decision variable. This indicates that the consumer brand awareness of Oppo Smartphone is very high for this smartphone brand and makes consumers make purchasing an Oppo Smartphone product. Brand awareness is the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services. More higher brand awareness it will create the brand more popular and it give impact to the purchase decision.

Based on the direct and indirect effect calculation, can be concluded that direct effect of Celebrity Endorser variable to Purchase Decision variable greater than indirect effect of Celebrity Endorser to Purchase Decision through Brand Awareness. This shows that in this research, the role of Celebrity Endorser is very important in influencing purchase decisions. This result also showed on table 19 which is the result of the introduction question stated that 75.86% respondents

answered they purchased Oppo Smartphone because get influenced by Celebrity Endorser. It's mean that most of Celebrity Endorser concluded that Celebrity Endorser is influence their Purchase Decision. Oppo smartphones have done a lot of strategies in advertising their products. One of his succesfull strategies is celebrity endorser. Oppo has choose some celebrity endorser that have a good criteria for its product and know how to advertise its product. It is proved by 75.86% of respondents answered they purchased Oppo Smartphone because get influenced by Celebrity Endorser. So can be concluded that Celebrity Endorser is very giving influence to the Purchase Decision of Oppo Smartphone produt although it is also supported by Brand Awareness.



CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the result and discussion of this research, it can be concluded into several conclusion as follows:

1. The results showed that Celebrity Endorser (X) has significant effect on Brand Awareness (Y₁), which means that Celebrity Endorser will attract people through advertisement so it will create Brand Awareness of Oppo Smartphone. Celebrity Endorser provide information, recommendations and testing of the product and provide an overview of the product so that directly or indirectly consumers are aware to Oppo Smartphone brand for the consumer.
2. The results showed that Celebrity Endorser (X) has significant effect on Purchase Decision (Y₂), which means that when consumers seen Celebrity Endorser advertise Oppo Smartphone it will encourage consumers to make a Purchase Decision. More better the credibility of a celebrity endorser would be raise the consumer assesment of Oppo products and raise the Purchase Decision on products advertised by celebrity endorsers.
3. The results showed that Brand Awareness (Y₁) has significant effect on Purchase Decision (Y₂), which means creating and increasing more Brand Awareness of consumer will increase the action of the

consumers to do Purchase Decision of Oppo Smartphone.

B. Suggestion

Based on the conclusion, there fore the suggestion from this research as follows:

1. Practical Suggestion

Based on the results of the questionnaire, marketers should maintain the celebrity endorser as marketing strategy by holding public figure in promoting its products. It it can be seen from Table 19, 101 respondents (87.06%) stated that Celebrity Endorser create Brand Awareness to Product and Giving Influence the Purchase Decision. It means Celebrity Endorser was the one of the marketing strategy. So, marketers should see how important the Celebrity Endorser would create brand awareness and giving impact to purchase decision.

- a. Based on the results of the questionnaire, trustworthiness was the highest mean indicator. It means if celebrity endorser was the experts then trustworthiness leads more to the ability of experts to give confidence for consumers of a product. So when firm search for celebrity endorser, trustworthiness is an item that needs to be seen so that the celebrity endorser selected matches the product to be advertised.
- b. From Brand Awareness Variable in item Y1.4 which have mean of 4.12 which is greatest than the other mean of item that said the respondent recognize Oppo brand through advertisement. So,

Oppo Smartphone should increase the quality of its advertisement so people more aware about Oppo brand itself.

- c. From this research, it is clear that the correct choice of a celebrity endorser that matches the product and the target audience boosts sales of Oppo Smartphone brands among the youth. Most of the celebrities act as role models to youth thus using their public appeal, therefore Celebrity endorser selection is very important.

2. Academic Suggestion

- a. For further research, research can be done on other smartphone brand because nowadays many brand of smartphone except Oppo Smartphone that used by people.
- b. The addition of the number of samples felt necessary for the results can be obtained more representative if seen user of Oppo Smartphone is many more and separated in Indonesia.
- c. For the next researcher, it is better to add another variable outside the model research out of Celebrity Endorser (Shimp,2003), Brand Awareness (Aaker, 1997), and Purchase Decision (Sunyoto, 2013) to make more this study complete because there are still other factors outside this study which potentially influences brand awareness and purchase decision.

REFERENCES

Book :

- Aaker, David. 1997. *Manajemen Ekuitas Merek*. Jakarta: Spektrum.
- _____. Aaker, David. 2008. *Manajemen Ekuitas Merek*. Alih bahasa oleh Aris Ananda . Jakarta: Mitra Utama.
- Agus, Riyanto. 2011. *Buku Ajar Metodologi Penelitian*. Jakarta. EGC.
- Alimul Hidayat, Aziz. 2011. *Metode Penelitian Kebidanan dan Teknik Analisis Data*. Jakarta: Salemba Medika.
- Arikunto. 2010. *Prosedur Penelitian : Suatu Pendekatan Praktik (Edisi Revisi)*. Jakarta : Rineka Cipta.
- Belch, George E. Michael A. Belch. 2004. *Advertising and promotion: An Integrated Marketing Communication Perspective*. Sixth Edition. New York:McGraw-Hill.
- Bouma, Gary D. 1993. *The Research Process*. Edisi Revisi. Oxford: Oxford University Press.
- Cozby, C. Paul. 2009. *Methods in Behavioral Research*. New York: Ninth Edition, Mcgraw Hill Companies.
- Creswell, John. W. 2002. *Research Design :Desain Penelitian*. Jakarta. KIK Press.
- Durianto,Darmadi, Sugiarto dan Tony Sitinjak. 2004. *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.
- Fandy, Tjiptono. 2001. *Strategi Pemasaran. Edisi Pertama*. Yogyakarta : Andi Ofset.
- Keller, Kevin Lane. 2008. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Third Edition. New Jersey: Pearson Prentice HallInc.
- Kerlinger, F.N. 1986. *Foundations of Behavioral Research*. Edisi ke-3, New York: Holt, Rineheart, ad Winston.

- Kothari, C.R. 2004. *Research Methodology :Methods and Techniques*. New Delhi: New Age International (P) Ltd., Publishers.
- Kotler, Philip and Gary Armstrong. 2008. *Prinsip-prinsip Pemasaran*. Edisi. 12. Jilid 1. Jakarta: Erlangga.
- Malhotra, N.K. 2009. *Riset Pemasaran*. Edisi keempat, Jilid 1. Jakarta : PT Indeks
- Royan, Frans M, 2005. *Marketing Celebrities*, Jakarta : PT. Elex Media Komputindo.
- Schiffman, L. Kanuk, Lesley L. 2006. *Consumer Behavior*. New Jersey: Perason Prestice Hall.
- Sarwono, Jonathan. 2012. *Path Analysis dengan SPSS*. Jakarta: PT. Elex Media Komputindo
- Sekaran, U. 2003. *Research Methods For Business*. USA : John Willey & Sons, In
- Simamora, B. 2004. *Panduan Riset Perilaku Konsumen*. Jakarta : PT Pustaka Gramedia Utama.
- Singarimbun, Masri. Effendi, Sofian. 2006. *Metode Penelitian Survei*. Jakarta: LP3ES
- Solimun. 2002, *Multivariate Analysis Structural Equation Modelling (SEM) Lisrel dan Amos*. Fakultas MIPA, Universitas Brawijaya.
- Sugiyono. 2012. *Metode Penelitian Bisnis*. Bandung : Alfabeta.
- Sunyoto, Danang. 2013. *Perilaku Konsumen*, CAPS (Center of Academy Publishing Service), Yogyakarta.
- Supranto. 2000. *Statistik (Teori dan Aplikasi)*. Ed.6. Jakarta : Erlangga
- Surachman. 2008. *Dasar-Dasar Manajemen Merek (Alat Pemasaran Untuk Memenangkan Persaingan)*. Malang: Bayumedia Publishing.
- Terence, Shimp. 2003. *Periklanan dan Promosi*. Jakarta : Erlangga.
- Ujang Sumarwan. 2004. *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bogor : Penerbit Ghalia Indonesia.

Williams, B.K. and Sawyer, S.C. 2011. "Using Information Technology: A Practical Introduction to Computers & Communications. (9th edition)". New York: McGraw-Hill.

Journal :

Agrawal, Jagdish. A Kamakura, Wagner. The Economic Worth of Celebrity Endorsers: An Event Study Analysis. *Journal of Marketing*. Vol. 59, No. 3 (Jul., 1995), pp. 56-62

Ateke, Brown Walter. Jane chinyere, Onwujiariri. 2016. 'Brand Awareness: Does Celebrity Endorsement Help?'. *University of Port Harcourt Journal of Accounting and Business*, 3(1), 246258.

Babu, M. Naresh. Latha, Lavanya. 2014. 'The Impact of Celebrity Endorsement on Purchase Decision of Telecom Users- A Case of Engineering'. *India : Global Journal of Advanced Research*.

Berry, L.L. 2000. 'Cultivating service brand equity'. *Journal of Academy of Marketing Science* Vol.28 pp.128-37.

C.Till, Brian. 1998. 'Using Celebrity Endorsers Effectively: lessons from associative learning'. *Journal of Product & Brand Management*, Vol. 7 Issue: 5, pp.400-409.

Byun, Eun Mo. 2014.' Impact of K-Pop Celebrity Endorsement on Thai Brand Image'. *Thailand : ASBBS*, Volume 21 Number 1

Chan, Kara. Ng, Yu-Leung. Luk, Edwin K. 2013. 'Impact of Celebrity Endorsement in Advertising on Brand Image Among Chinese Adolescents'. *Hongkong :Department of Communication Studies Journal Articles*

Dissanayake, Ravindra. 2013. 'The Impact of Brand Awareness, Brand Associatiion and Brand Perceive Quality on Female Consumer Purchase Decision of Foreign Make up Products'. *Sri Lanka :International Conference on Business& Information*

Herdiani, Rian. 2013. 'The Influence of Celebrity Endorser, Brand Image to Customer Buying Decision'. *Tasikmalaya : Journal Universitas Siliwangi Tasikmalaya*

Iwan. Nainggolan, Kaman. 2017. 'Effect of Celebrity Endorser, Brand Awareness

And Price of product on the Purchase Intention of Noodle'. *Jakarta : Cakrawala*, Vol. XVII, No. 2

Kiswalini, Annis. Nurcahya, Ketut. 2014. 'The Effect of Celebrity Endorser, Brand Image, and Consumer Trust on Purchase Decision'

Kwanzu, Felix. 2012. 'The Impact of Celebrity Endorsement Advertising on Consumers Purchase Decision and Brand Awareness in China Market'

Lin, Chen-Yu. Chen, Peng-Jui. Wu, Li-Wei. Tseng, Ting-Hsiang. 2015. 'Does the Endorser's Nationality Matter? An Investigation of Young Taiwanese Consumers' Selecting Smartphone'. *International Business Research*, Vol. 8, No. 11.

Low, Swee-Foon. Lim, Su-Wen. 2012. 'Impacts of Celebrity Endorser on Malaysian Young Consumers : An Empirical Study in The Sports Industry'. *Malaysia :SEGi Review*, Vol. 5, No. 1

Macdonald. Emma, K. Byron M, Sharp. 2000. Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication, Univeristiy of Newcastle. *University of South Australia, Journal of Business Research* 48,5–15.

McCracken, Grant. 1989. Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. *Journal of Consumer Research*, Volume 16, Issue 3, Pages 310–321.

Melford, I. U., & Nwulu, C. S. 2015. A theoretical reflection of celebrity endorsement in Nigeria. *International Journal of Business and Economic Development*, 3(2), 81-92.

Muda, M., R. Musa. dan L. Putit. 2011. Celebrity Endorsement In Advertising: A Double-Edged Sword. *Journal Of Asian Behavioural Studies*, 1(3) pp: 1-12.

Ndlela, Thubelihle. Chuchu, Tinashe. 'Celebrity Endorsement Advertising: Brand Awareness, Brand Recall, Brand Loyalty'. *South Africa. Journal of Economics and Behavioral Studies*, (ISSN: 2220-6140) Vol. 8, No. 2, pp. 7990.

Ranjbarian, Bahram; Z.Shekarchizade; and Z. Momeni. 2010. 'Celebrity Endorser Influence On Attitude Toward Advertisements and Brands'. *European Journal Of Social Sciences*, Vol 13, No 3, pp. 399-407.

- Sharma, Saurabh. Gill, Sanjeev. 2015. 'Effect of Celebrity Endorsement on Customers Purchase Decision: (A study of Life-Style Products)'. *International Journal of Latest Research in Science and Technology*, Volume 4, Issue 4:Page No.74-7
- Vijay, Jadhav. Vinay, Patil. 2013. Modern Trade in Information Technology. *Proceeding on National Conference Emerging Trends in Academic Libraries*. Dhule. 113-114
- Welden, Onyancha Victor. 2016. 'Influence of Celebrity Endorsement on Smartphones in Creating Customer Loyalty Among *University Youth in Nairobi*'. Kenya: School of Journalism and Mass Communication
- Wijanarko, Puthud . 2012. The influence of Celebrity Endorser on Brand Image andIts Impact on Purchase Decision. *Malang. Jurnal Administrasi Bisnis*, (JAB), Vol. 34 No. 1
- Won-Moo₂ Hur. Kwang-Ho₂ Ahn. Minsung₂ Kim. 2011. 'Building brand loyalty through managing brand community commitment'. *Management Decision*. Vol. 49 Issue: 7, pp.1194-1213.

Website :

- Richter, Felix. *5 Billion People to Use Mobile Phones by 2017*. Retrieved on 23 December 2017 from www.statista.com
- Idc. 2017. *Worldwide Smartphone Market Gains Steam in the First Quarter of 2017*. Retrieved on 25 December 2017 from www.idc.com
- Miakotko, L. 2017. *The impact of smartphones and mobile devices on human healthand life*. Retrieved on 25 December 2017 from <http://www.nyu.edu/classes/keefer/waoe/miakotkol.pdf>
- Yudhianto. 2017. *Millennial Jadi Alasan Oppo Geber Malang*. Retrieved on 16 February 2017 from www.detikinet.com