The Effect of Celebrity Endorsers and Advertising Attractiveness on Brand Image and Purchase Decisions for Tokopedia Application Users in Samarinda

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Abstract: The increase in internet users in Indonesia creates opportunities for everyone to develop their business potential towards the online realm, especially now that everyone likes practical things without having to struggle to manage time to get their daily needs. That is one of the reasons why e-commerce is popular and growing in Indonesia.Does Celebrity Endorser affect Brand Image; Does Advertising Attractiveness affect Brand Image; Does Celebrity Endorser affect the Purchase Decision; Does Advertising Attractiveness Affect Purchase Decisions; Does Brand Image Affect Purchase Decisions This study aims to analyze and explain the influence of celebrity endorsers and advertising attractiveness on product image and purchase decisions for Tokopedia application users in Samarinda. The sample selection technique used the Total Sampling Approach with a total sample of 119 people. The data collection technique used a closed questionnaire. The analysis was carried out using Partial Least Square (PLS) with the SmartPLS application version 3.8.9 and using SPSS Version 25 to test the validity and reliability of the respondents.

Keywords: *Celebrity Endorser, Ad Attractiveness, Brand Image and Purchase Decision*

1. Introduction

The development of online business in Indonesia is currently very rapid, this indicates that in this era of globalization the use of information technology has begun to be recognized. Online business or commonly called e-commerce is increasing in Indonesia which is one of the impacts of the development of the internet and changes in consumer behavior. Ease of accessing the internet either through wifi or other gadgets to make it easier for people to access information about a product or service being sought coupled with the many promotions carried out by e-commerce companies in offering goods or services with various kinds of convenience for consumers to be able to access them.

Tokopedia is currently one of the largest online or e-commerce stores in Indonesia and the most frequently visited. A brief history of Tokopedia started on August 17, 2009, this site was launched by its founder William Tanuwijaya, currently the CEO of PT Tokopedia with

his best friend Leontinus Alpha Edison currently serving as CEO of PT Tokopedia. The attacks faced by Tokopedia from competitors such as Lazada and Bukalapak make it very possible for Tokopedia to continue to spend money to stay ahead of the competition. Although Tokopedia currently holds the largest e-commerce market share in Indonesia, the competition it faces has increased significantly after Shopee joined the local market.

Every company must have a marketing strategy, namely by increasing sales of advertising elements, one of which is the use of celebrity endorsers, celebrities are expected to help create a much stronger emotional relationship with consumers, so that it is expected to build brand attractiveness in the intended target market. When a celebrity endorser is perceived positively by the public, it is hoped that a positive brand image will be formed in the minds of consumers. However, it does not rule out the emergence of a brand image in the minds of consumers that is not relevant to their perception of celebrity endorsers.

Celebrity Endorser influence purchasing decisions. Apart from the perception of celebrity endorsers that affect purchasing decisions, nowadays consumers are interested in advertisements that are displayed or advertisements that have advertising appeal, an advertisement display that has displayed attractiveness can lead to buying decisions for consumers.(Wijanarko et al., 2016).

Then the relationship between the attractiveness of advertising with purchasing decisions in research conducted byMandagie (2018) succeeded in revealing that the advertising attractiveness variable has a significant effect on the purchasing decision variable. Maslakhah (2017)revealed the influence of the attractiveness of advertising on brand image (brand image). Celebrity endorsers can affect product brand image,(Anggi & Soesanto, 2016).

2. Literature review

Buying decision

Purchasing decisions are a process in which consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior that begins long before the actual purchase is made and has long after-effects.(Kotler & Keller, 2016)

Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. From this statement, it can be concluded that the Purchase Decision is the stage of the decision process in an effort to obtain and use a product or service that is needed,(Setiadi, 2010). The indicators used to measure Purchase Decisions are(Kotler & Keller, 2016).

1. Stability on a product.
2. Habits in buying products.
3. Provide recommendations to others.
4. Make repeat purchases.

Celebrity Endorser

According toSertoglu, Aysegul Ermec (2014), states that a celebrity endorser is any individual who enjoys public recognition and benefits from a product in an advertisement. According toSonwalkar, J., Manohar K. (2013) mentions that endorsement is a form of communication in which a celebrity acts as a spokesperson for a particular product or brand.

According to Salman Pakaya (2012)An endorser is a person who is involved in communicating the delivery of a product's marketing message, either directly or indirectly. In

advertising, the endorser is used as a spokesperson so that the brand is quickly attached to the minds of consumers so that consumers want to buy the brand of the product.Shimp (2003) said there are 5 indicators of Celebrity endorser consisting of:
a. *Truthworthiness* (can be trusted)
b. *Expertise* (expertise)
c. *Attractiveness* (physical attraction)
d. *Respect* (quality is appreciated)
e. *Similarity* (similarity)

Ad Attractiveness

Comprehensive advertising appeal byKotler (2016), is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment.Morrisan (2015) Advertising appeal is something that moves people, talks about their wants or needs and generates interest.

According to Faela Sufa (2012)The attractiveness of an advertisement or the power of impression of an advertisement is how much the advertisement is able to amaze or attract the attention of its viewers. In displaying advertising messages that are able to persuade, evoke and maintain consumer memories of the products offered, it requires attractiveness to the target audience. The attractiveness of the ad is very important because it will increase the success of communication with the audience. According toVarshney & Aulia (2017) that the indicators of ad attractiveness include:
a. Interest when watching ads.
b. Advertising uniqueness.
c. Informative advertising.
d. Desire to buy the displayed product.

Brand Image

Brand imageis the perception given by the public to the company or its products. Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand. The association can simply appear in the form of certain thoughts or images that are associated with certain brands. It's the same when we think about other people.(Kotler & Keller, 2016).

Brand image given a guarantee to consumers about the products used. Well-known brands will generally be preferred by consumers when making a purchase even though the price offered is quite high. Brand image represents the overall perception of the brand and is formed from information and past experiences of the brand, the brand formed must be clear and has advantages when compared to other brands.(Setiadi, 2010).

Maccording toSchiffman & Kanuk (2010)Brand Image is a collection of associations about a brand that is stored in the minds or memories of consumers. Basically the image is formed from perceptions that have been formed for a long time. opinion Aaker (2010) where the explanation of the indicators is:
1. *Recognition* (introduction)
2. *Reputation* (reputation)
3. *Affinity* (affinity)
4. Domain
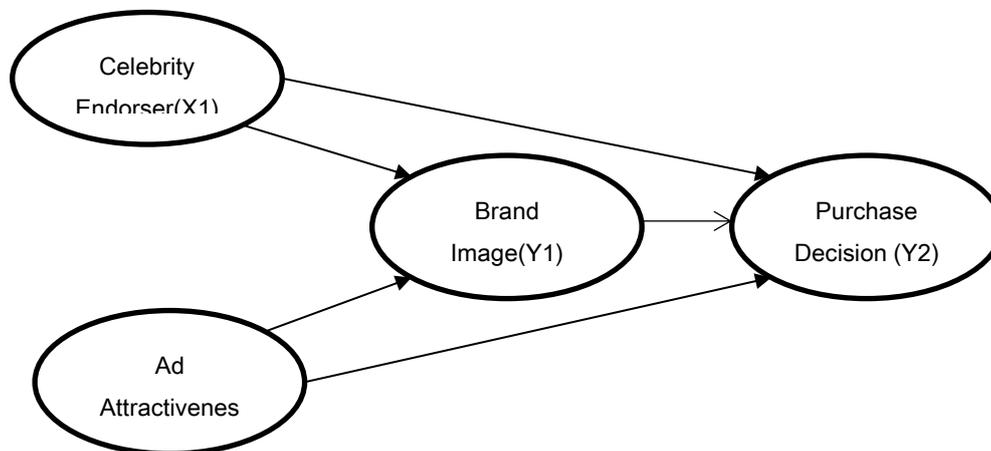
3. Research Hypothesis And Theoretical Framework

Figure 3.1
conceptual framework

Based on Figure 3.1, the variable Celebrity Endorser, Advertising Attractiveness as an independent variable and variable Brand Image and Purchase Decision dependent.

H1: Celebrity Endorser has a positive and significant effect on brand image of Tokopedia consumers in Samarinda.

H2: Advertising Attractiveness has a positive and significant impact on brand image on Tokopedia consumers in Samarinda

H3: Celebrity Endorser has a positive and significant effect onPurchase Decision for Tokopedia consumers in Samarinda

H4: Advertising Attractiveness has a positive and significant impact on Purchase Decisions for Tokopedia consumers in Samarinda

H5: Brand image has a positive and significant effect on Purchase Decisions on Tokopedia consumers in Samarinda.

4. Research methodology

According to Abdillah and Hartono (2015)PLS is a multivariate statistical technique that can make comparisons between the dependent variable and multiple independent variables, namely. PLS is a variant-based Structural Equation Modeling (SEM) analysis that simultaneously performs measurement tests and structural models. The measurement model is to test the validity and reliability, while the structural model is to test causality (test hypotheses with predictive models). PLS assumes all measures of variance are explained until the latent variable estimation approach is considered a linear combination of indicators. PLS provides general models of statistical tools, such as canonical correlation, redundancy analysis, linear regression, MANOVA, and principal component analysis.

5. Results and Discussion

5.1 Results

Respondents in this study were 119 people. There are four characteristics of respondents included in this study, namely: age, gender, income for users of the Tokopedia application. To get an overview of the respondents, the following are the characteristics of respondents from the study:

Table 5.1 Sample Characteristics

No		Information	Frequency	Percentage
1		17-27 Years	89	74.7%
2	Age	28-38 Years	28	23.5%
3		39-49 Years	2	1.6%
4	Gender	Man	38	31.9%
5		girl	81	68.1%
6		<1,500,000	56	47.5%
7	Income	1,600,000-2,500,000	28	23.5%
8		>2,600,000	35	29.4%

The table shows that the average number of respondents who filled out the questionnaire was the same. of the respondents are males, about 17-27, 74.7% aged and most of the income is 47.5%, <1.500.000, while in terms of gender there are 68.1% males.

The test criteria in the validity test are by looking at each value in the column compared to 0.05 in table r with degrees of freedom N-2. Where N is the number of respondents. From this study the number of respondents 30, then 30-2 = 28. Obtained r table of 0.3061. The questionnaire is said to be valid if r count > r table, the following is the description.

Table 5.2 Validity Test Results

Variable	Indicator	r count	Limit value	information
Celebrity Endorser	X1.1	0.836	0.3610	Valid
	X1.2	0.927	0.3610	Valid
	X1.3	0.893	0.3610	Valid
	X1.4	0.832	0.3610	Valid
	X1.5	0.927	0.3610	Valid
Ad Attractiveness	X2.1	0.692	0.3610	Valid
	X2.2	0.835	0.3610	Valid
	X2.3	0.846	0.3610	Valid
	X2.4	0.837	0.3610	Valid
Brand Image	Y1.1	0.892	0.3610	Valid
	Y1.2	0.894	0.3610	Valid
	Y1.3	0.845	0.3610	Valid
	Y1.4	0.902	0.3610	Valid
buying decision	Y2.1	0.781	0.3610	Valid
	Y2.2	0.906	0.3610	Valid
	Y2.3	0.850	0.3610	Valid
	Y2.4	0.777	0.3610	Valid

In table 4.2 there are no indicators that are omitted or eliminated from the structural model because all indicators are valid after going through a convergent validity test. the value of each variable is measured by knowing the AVE (Average Variance Extracted). AVE must be at least 0.5. If it is below, the indicator is not yet valid, and it is necessary to re-check the indicator value on the loading factor (Hair et al., 2014: 618).

Table 5.3 Average Variance Extracted (AVE)

Variable	AVE	Variable
Celebrity Endorser (**X1**)	0.555	Valid
Ad Attractiveness (X2)	0.536	Valid
Brand Image (Y1)	0.604	Valid
Buying decision(Y2)	0.589	Valid

Reliability test is used to determine the consistency of a measuring instrument in its use, or it can be said that the measuring instrument has consistent results when used many times at different times. Cronbach alpha is used to measure reliability, where an instrument is said to be reliable if it has a Cronbach alpha value equal to or more than 0.60(Sugiyono, 2015). The following are the results of the reliability test in this study:

Table 5.4 Reliability

Variable	Cronbach's Alpha	Composite Reliability	Information
Celebrity Endorser (**X1**)	0.860	0.795	Reliable
Ad Attractiveness (X2)	0.819	0.717	Reliable
Brand Image Y1)	0.859	0.781	Reliable
Buying decision(Y2)	0.851	0.766	Reliable

5.2 Inner Model Evaluation

Model Feasibility Test In the evaluation of the model or assessing the model with SmartPLS can be started by looking at the R-square for each dependent latent variable. Table 4.1.3 is the result of R-square estimation is the result of R-square estimation with using SmartPLS.

Table 5.5 R-Square (R²)

Variable	R Square	R Square Adjusted
Brand Image (Y1)	0.355	0.343
Buying decision(Y2)	0.550	0.550

This study uses 2 (two) exogenous variables that affect 2 (two) endogenous variables, namely*Buying decision* and *Repurchase Interest*. Table 4.13 shows the R-square value for the variable*Buying decision* as big as 0.786 and to *Repurchase Interest* as big as 0.756 This means that this model explains the phenomenon *Buying decision* influenced by *Word of*

Mouth and *Product quality* as big as 78.6% (0,786 x 100%) and brand loyalty that is influenced by Word of Mouth and Product Quality 75.6% (0,756 x 100%).

To assess the significance of the prediction model in testing the structural model, it can be seen from the t-statistic value between exogenous and endogenous variables in the path coefficient table at the SmartPLS output below:

Table 5.6 Path Coefficient

| Variable Influence		Original Sample	Sample Mean	Standard Deviation	T-Statistics	P Values
Exogenous Variable	Endogenous Variable					
Celebrity Endorser	Brand Image	0.214	0.222	0.89	2,492	0.013
Ad Attractiveness	Brand Image	0.457	0.455	0.078	5,831	0.000
Celebrity Endorser	Buying decision	0.231	0.230	0.066	3,531	0.000
Ad Attractiveness	Buying decision	0.174	0.176	0.087	2007	0.045
Brand Image	Buying decision	0.488	0.485	0.090	5.435	0.000
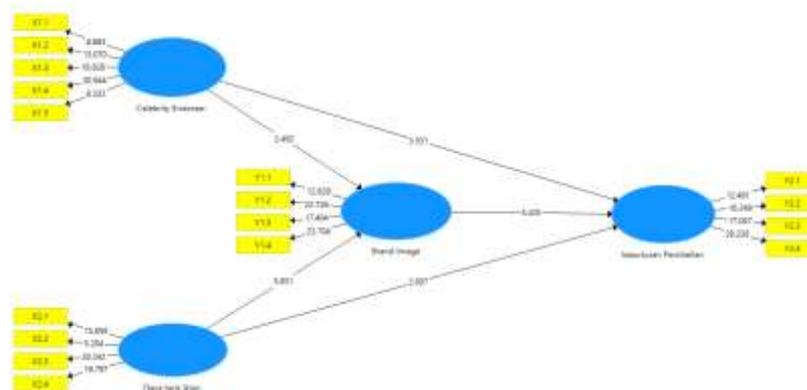
Figure 4.3
Bootstraping Results

5.3 Hypothesis Test Results

H1: The relationship between Celebrity Endorser and brand image is significant with T-statistic of 2.492 (>1.96) and P value of 0.013 (<0.05). The original sample estimate value (path coefficient) is positive, which is 0.214 which indicates that the direction of the relationship between Celebrity Endorser and brand image is positive. Thus it can be concluded that Celebrity Endorser has a significant positive effect on brand image citra This means that hypothesis 1 is accepted

H2: The relationship between advertising attractiveness and brand image is significant with a T-statistic of 5.831 (>1.96) and a P value of 0.000 (<0.05). The original sample estimate value (path coefficient) is positive, which is 0.457 which indicates that the direction of the relationship between Advertising Attractiveness and brand image is positive. Thus it can be concluded that the attractiveness of advertising has a significant positive effect on brand image This means that hypothesis 2 is accepted

H3: The relationship between Celebrity Endorser and Purchase Decision is significant with a T-statistic of 3,531 (>1.96) and a P value of 0.000 (<0.05). The original sample estimate value (path coefficient) is positive, which is 3,531 which indicates that the direction of the relationship between Celebrity Endorser and Purchase Decision is positive. Thus it can be concluded that Celebrity Endorser has a significant positive effect on Purchase DecisionsThis means that hypothesis 3 is accepted

H4: The relationship between Advertising Attractiveness and Purchase Decision is significant with a T-statistic of 2007 (>1.96) and a P value of 0.045 (<0.05). The original sample estimate value (path coefficient) is positive, which is 2,007 which indicates that the direction of the relationship between Ad Attractiveness and Purchase Decision is positive. Thus it can be concluded that the attractiveness of advertising has a significant positive effect on purchasing decisionsThis means that hypothesis 4 is accepted.

H5: The relationship between brand image and purchasing decisions is significant with a T-statistic of 5.435 (>1.96) and a P value of 0.000 (<0.05). The original sample estimate value (path coefficient) is positive, which is 5,435 which indicates that the direction of the relationship between brand image and Purchase Decision is positive. Thus it can be concluded that brand image has a significant positive effect on purchasing decisions. This means that hypothesis 5 is accepted

6. Conclusion

The following are conclusions based on the results of analysis and hypothesis testing:

1. Based on the results of research that has been done that *celebrity endorser* (X1) has a positive and significant effect on brand image (Y1). So that the results of this study are in accordance with the hypothesis which states that*celebrity endorser* positive and significant effect on brand image brand image, then the hypothesis is accepted. This can be interpreted that the better the celebrity branding that is given, the better the consumer's brand imageTokopedia Application User itself.

2. Based on the results of research that has been done that ad appeal (X2) has a positive and significant effect on brand image (Y1). So that the results of this study are in accordance with the hypothesis which states thatad appeal positive and significant effect on brand image, then the hypothesis is accepted. This can be interpreted that the betterad appeal promoted and create interesting ideas will increase the success of communication with

the audience and will further enhance the brand image.to consumers Tokopedia Application User.

3. Based on the results of research that has been done that *celebrity endorser* (X1) has a positive and significant effect on purchasing decisions (Y2). So that the results of this study are in accordance with the hypothesis which states that*celebrity endorser* positive and significant effect on purchasing decisions, then the hypothesis is accepted. This can be interpreted thatWhere consumers can consider dit's just getting better *celebrity endorser* which will promote improve products sold on Tokopedia E-Commers in determining their decision to buy.

4. Based on the results of research that has been done that ad appeal (X2) has a positive and significant effect on purchasing decisions (Y1). So that the results of this study are in accordance with the hypothesis which states thatad appeal positive and significant effect on purchasing decisions, then the hypothesis is accepted. This can be interpreted that the betterad appeal done such as the uniqueness of advertising, the form of presentation, and the promotion of ideas will have a strong appeal to make consumers buy a product on Tokopedia Application User.

5. Based on the results of research that has been done that brand image(Y1) has a positive and significant effect on purchasing decisions (Y2). So that the results of this study are in accordance with the hypothesis which states thatbrand image positive and significant effect on purchasing decisions, then the hypothesis is accepted. to make consumers buy a product the most important thing is to make the product reputation good and will make the brand image even better Therefore it is important for the company to maintain the brand image and maintain the trust of every consumer in maintaining the good name of the company's brand image on Tokopedia Application User.

7. Suggestion

Based on the results of the analysis that has been concluded, the suggestions obtained include:

1. It is recommended that based on the results of the data obtained by celebrity endorsers on the brand image of Tokopedia Application Users in Samarinda. Judging from the highest indicator of similarity, where the artist used by Tokopedia can already be perceived as having similarities with consumers and the lowest indicator is attractiveness where the artist used by Tokopedia does not yet have physical attractiveness in conveying the message.

2. It is recommended that based on the results of the data obtained, the attractiveness of advertising on the brand image of Purchases on Tokopedia Application Users in Samarinda. Judging from the highest indicator of advertising uniqueness, where the uniqueness of Tokopedia's advertisements is able to attract consumers and the lowest indicator is informational advertising, Tokopedia's advertisements cannot be perceived as informative advertisements. Tokopedia advertisements are perceived as informative advertisements.

3. It is recommended based on the results of the data obtained by celebrity endorsers on purchasing decisions for Tokopedia Application Users in Samarinda. Judging from the highest indicator of similarity, where the artist used by Tokopedia can already be perceived as having similarities with consumers and the lowest indicator is attractiveness

where the artist used by Tokopedia does not yet have physical attractiveness in conveying the message.

4. It is recommended based on the results of the data obtained by the attractiveness of advertisements on purchasing decisions for Tokopedia Application Users in Samarinda. Judging from the highest indicator of advertising uniqueness, where the uniqueness of Tokopedia's advertisements is able to attract consumers and the lowest indicator is informational advertising, Tokopedia's advertisements cannot be perceived as informative advertisements. Tokopedia advertisements are perceived as informative advertisements.

5. It is recommended based on the results of brand image data on purchasing decisions for Tokopedia Application Users in Samarinda. Judging from the domain's highest indicator, consumers are willing to buy goods from Tokopedia and the lowest affinity indicator, Tokopedia does not yet have a good relationship with consumers. So that the results of this study are in accordance with the hypothesis which states thatbrand imagepositive and significant effect onbuying decision, then the hypothesis is accepted.

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