The Effect of Celebrity Endorser Toward Purchase Intention: Negative Publicity as Moderator

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Abstract

The aim of this study was to examine the effect of celebrity endorsement, consumer engagement, brand loyalty, negative publication, and purchase intention. This study also aims to examine the moderating effect of negative publication on the relationship between celebrity endorsement and purchase intention. The research sample was 200 respondents and it was selected using a nonprobability sampling technique and using a purposive sampling technique with the research sample criteria being people who follow the XXX celebrity Instagram social media account for at least 3 months, are female and have Instagram social media. Data were collected by questionnaire, distributed online, and analyzed using a structural equation model (SEM) with partial least squares (PLS) as the method. The results showed that celebrity endorsement did not have a positive and significant effect on consumer engagement, but had a positive and significant effect on brand loyalty and purchase intention. Consumer engagement and brand loyalty have a positive and significant effect on purchase intention. The moderating effect shows that negative publication has no effect on the relationship between celebrity endorsement and purchase intention.

Keywords: celebrity endorsement, consumer engagement, brand loyalty, negative publication, purchase intention

Abstrak

Tujuan dari penelitian ini adalah untuk menguji pengaruh dukungan selebriti, keterlibatan konsumen, loyalitas merek, publikasi negatif, dan niat beli. Penelitian ini juga bertujuan untuk menguji pengaruh moderasi publikasi negatif terhadap hubungan antara endorsement selebriti dan niat beli. Sampel penelitian sebanyak 200 responden dan dipilih menggunakan teknik nonprobability sampling dan menggunakan teknik purposive sampling dengan kriteria sampel penelitian adalah orang yang mengikuti akun media sosial Instagram selebriti XXX minimal 3 bulan, berjenis kelamin perempuan dan memiliki media sosial Instagram. . Data dikumpulkan dengan kuesioner, didistribusikan secara online, dan dianalisis menggunakan model persamaan struktural (SEM) dengan metode partial least squares (PLS). Hasil penelitian menunjukkan bahwa celebrity endorsement tidak berpengaruh positif dan signifikan terhadap keterlibatan konsumen, tetapi berpengaruh positif dan signifikan terhadap loyalitas merek dan niat beli. Keterlibatan konsumen dan loyalitas merek berpengaruh positif dan signifikan terhadap niat beli. Efek moderasi menunjukkan bahwa publikasi negatif tidak berpengaruh terhadap hubungan antara endorsement selebriti dan niat beli.

Kata kunci: Dukungan Selebriti, Keterlibatan Konsumen, Loyalitas Merek, Publikasi Negatif, Niat Beli

INTRODUCTION

Consumers today are constantly inundated with celebrity campaigns, videos, content and images. The campaigns, videos, contents or even photos of these celebrities are not only found in the mass media, but through social media such as Instagram, YouTube, and Twitter. In addition, the campaigns, contents, videos, and photos, can help these celebrities introduce themselves to the wider community, so that celebrities have a unique position in the advertising sphere because of their respective careers, as well as the constant media attention, exposed to many people (Mccormick, 2016). Seeing this opportunity, various

brands use celebrities to promote their products, so endorsement through celebrities has become one of the strategies in marketing through social media (S. Yu & Hu, 2020).

The use of celebrities to advertise products or brands is considered a very effective strategy to attract consumer interest and loyalty to the brand (Roy, 2018). With the creation of the internet and the rise of social media, today's celebrity is becoming an alternative to promoting a brand, product or even by "endorsing" it in the most disparate online environments (Rocha et al., 2020), and by using the most modern ways to do their endorsement, they become more present than ever (Hackley et al., 2018). Celebrity endorsements are considered effective because consumers know these celebrities and what they represent in society (Zakari et al., 2019). Therefore, social media, especially Instagram, has a very important role for this celebrity endorsement activity. Social media, like Instagram, provides access for celebrities to partner and collaborate with a brand (Jin & Ryu, 2020).

Often a brand uses social media to promote their products to reduce the cost of promotion which is quite significant. Product endorsements through celebrities can be done through live broadcasts, uploads in the form of videos and photos on their social media. Celebrities who have been endorsed by a brand will promote and sell goods through social media channels in a charismatic and trendy manner. Doing endorsements through celebrities certainly increases the sales of a brand many times. The number of items sold through an online celebrity known as a *celebgram* can sell 15,000 lipsticks in 5 minutes (Meng et al., 2021), and another online celeb or celebrity has a record of the highest viewer, over 37 million in a month, with viewers placing orders worth millions of dollars (S. Yu & Hu, 2020). Many companies value the enormous exposure, increased traffic volume, and large audience base of online celebrities in e-commerce live-streaming for product promotion (Meng et al., 2021).

Companies often hire celebrities to endorse a product to increase audience attention, add charm and desirability to the product, and make advertising more memorable and credible (Wei & Lu, 2013). In addition, the company collaborates with several celebrities to support it in order to increase the market, image, and consumer engagement with the brand. Celebrities who can engage consumers through social media can lead to stronger engagement with the brands they endorse (Ferreira et al., 2021). The highest level of efficiency of consumer engagement through social media can be achieved by beauty influencers who advocate and promote beauty products (Rutter et al., 2021). On the other hand, using celebrities to endorse a brand or product becomes expensive because they have their celebrity status, and risky because they have the potential to get negative publicity, so that it can have an impact on the brand or product being endorsed (Wei & Lu, 2013).

Companies that use celebrities to endorse and promote their products can achieve a unique and relevant position in the minds of customers, increase consumer involvement in seeking information about the product or brand being promoted, and increase brand loyalty (Kim et al., 2018; Osei-Frimpong et al., 2019, Rutter et al., 2021). On the other hand, marketers or companies perceive that promotional messages carried out by celebrities can generate higher audience attention, attractiveness, and likelihood of remembering the promotional messages than those carried out by non-celebrities (Sääksjärvi et al., 2016).

However, there are some concerns by the marketers when they use celebrities to endorse their brands or products. Celebrity endorsement can escalate the decline of the attitudes that can be beneficial for a brand due to the actions of the endorser (Doyle et al., 2014). Many researchers focus on what the positive results of celebrity endorsement are, and do not explore much on the negative impacts arising from the unfavorable actions or behavior of the endorsers. To date, scholars have focused on the positive outcomes that come from successful sponsorship scenarios, such as relationships with successful

endorsers. Less attention has been paid to understanding the possible negative outcomes that may arise from instances where endorsers are associated with unfavorable actions (Zhou & Whitla, 2013).

It is imperative to know or have a deep understanding of the risk of negative publicity due to the increasing flow of information and the technological advancements (Ridwan et al., 2022). In addition, companies' strategies to promote their brands or products through celebrities on social media can increase brand loyalty for their consumers (Osei-Frimpong et al., 2019). Spry et al., (2011) highlight that consumer brand loyalty is more influenced by their perception than actual behavior. As a marketing strategy to enforce brand loyalty, celebrity endorsements tend to achieve higher levels of attention and remembrance, increase brand awareness, and create positive feelings towards the brand.

This study aims to identify the effect of celebrity endorsement on consumer engagement, brand loyalty, and purchase intention. This study also aims to examine whether there is a mediating effect, where consumer involvement and brand loyalty are the mediating variables. In addition to testing the mediating effect in this study, a moderating effect was also identified to find out whether the negative publicity that celebrities have when they are exposed to a scandal will have an impact on consumers' purchase intentions for brands endorsed by these celebrities. Previous research identified an influence on consumer engagement and brand loyalty (Osei-Frimpong et al., 2019, Rutter et al., 2021). However, there are some differences between this study and previous research. If previous research used actors, actresses, comedians or even athletes to become celebrity endorsers, then in this study using *celebgrams*, celebrities who gain popularity and are known by the public through Instagram social media. In addition, previous research identified the effect of a "positive image" or positive publicity possessed by celebrities, so this study identifies the impact of negative publicity from these celebrities on the purchase intention of brands endorsed by these celebrities.

RESEARCH METHOD

This research is survey research, where a set of questionnaires and questions were distributed to predetermined respondents (Sekaran and Bougie, 2016). Questionnaires are distributed online to respondents in order to reach all respondents throughout Indonesia. The object of this research is the respondents who follow the Instagram account owned by "*celebgram*" XXX. The reason of choosing "*celebgram*" XXX was because he/she has more than 4 million followers on his/her Instagram account and has more than 400 posts on his/her Instagram page. Having more than 5 million followers on Instagram accounts, the engagement rate of "*celebgram*" XXX is 6.91%, with an average interaction or engagement per post of 338,495 people who like and 1,541 people comment on the post (calculated using the engagement calculator application). With this level of engagement, it shows that the engagement of celebrity XXX is quite large, so that it can attract someone to like, comment, and share his/her posts.

In addition, celebrity XXX was chosen as the object of research because he/she was involved in several scandals, including having traveled or vacationing when the Covid-19 case in Indonesia was high, thus making him criticized by netizens. The scandal made him/her "vacuum" for some time in using social media and not posting some photos in his/her personal account. The population in this study are all people who follow celebrity XXX. Sampling in this study used a non-probability sampling technique with purposive sampling method, where the determination of the sample was carried out based on predetermined criteria, so that it could be used as a sample by the researcher. The criteria for determining the sample include female followers and following celebrity XXX for the last 3 months or more, and having an Instagram social media account. The sample used in this study was 200 respondents, because it can be considered to have met the multivariate requirements (Hair et al., 2017).

The research data was collected online using google form. The instruments of this study were measured using a Likert scale of 1 to 5 points (where point 1 refers to strongly disagree and point 5 refers to strongly disagree. The validity of this research data used confirmatory factor analysis (CFA) assisted by the Partial Least Square method (PLS). CFA is a form of testing to find out how well the measured variable represents a smaller number of constructs. In addition, CFA is used to confirm or reject the theory that has been formed previously (Hair et al., 2017). Statement items are considered valid when they have an outer loading value greater than 0.7. In addition to using the outer loading value, the average variance extracted (AVE) value was used as an indicator to determine whether this research instrument is valid or not. A research instrument can be said to have passed convergent validity if it has a value AVE is more than 0.5 (Ghozali, 2014). The reliability of this study was using the croncbach alpha value, where the question item can be said to be reliable if it has a value greater than 0.7. Structural equation model (SEM) technique was used in this study, with the help of the SmartPLS 3.0 application. The hypothesis can be accepted if the t-statistic value is greater than the critical value of 1.96 and has p-values less than 0.05 (Hair et al., 2017).

The following are the definitions of variables and research instruments used in this study:

Table 1. Operational Definition and Variable Measurement

Variable	Definition	Item
Purchase Intention (Y)	The probability that someone will buy a particular product based on the interaction between customer needs, attitudes and perceptions of the product or the brand (Chakraborty, 2019)	1. I intend to buy skincare products. 2. There is a possibility that I will buy skincare products in the future. 3. I'm willing to pay extra for skincare products. 4. I am willing to use skincare products (Hou & Sarigöllü, 2022; Lavuri et al., 2022)
Celebrity Endorsement (X)	Individuals who have recognition from the public and use it to advertise and appear together with a product (Osei-Frimpong et al., 2019)	• Advertisements on skincare products have celebrity endorsers who are physically attractive (beautiful, elegant, classy) • In skincare product advertisements, I more remember a brand that is endorsed by an attractive celebrity • Skincare product advertisements have an appeal as an important characteristic for a celebrity endorser • In a skincare product advertisments, I buy a product if the celebrity endorsing it is an expert • In skincare products advertisements, celebrity endorsers have practical knowledge in the cosmetic and skin care industry. • In skincare product advertisements, celebrity endorsers is reliable.

Variable	Definition	Item
		• In skincare product advertisements, celebrity endorsers can be trusted *Dalam iklan produk skincare, endorser selebriti dapat dipercaya* • In advertising skincare products, celebrity endorsers is reliable (Zakari et al., 2019)
Consumer Engagement (Z_1)	Consumer-brand interactions, focusing on cognitive, emotional, and behavioral positive valences during interactions with specific brands and consumers (McLean et al., 2021; Pezzuti et al., 2021)	• I watch videos on XXX Instagram Account • I read information about skincare products, comments from other users or reviews of skincare products endorsed by XXX • I am involved in a conversation on the Instagram account of celebgram XXX regarding products (eg commenting, asking and answering questions) • I share posts from the celebgram XXX Instagram account in Direct Message or Instagram stories on my own Instagram account (eg video, audio, image, text) • I upload related videos, audios, pictures or images from the celebrity XXX instagram account (Machado et al., 2019)
Brand Loyalty (Z_2)	A deeply held commitment to repurchase or re-subscribe a preferred product/service consistently in the future, and lead to the purchase of the same brand or set of brands. (S. H. Kim et al., 2016)	• I consider myself a loyal customer of the skincare brand I use • I will continue to use the skincare brand that I have been using • I will give positive recommendations to others about the skincare brand I use • Overall, I will keep repurchasing my favorite skincare brand • Overall, I will continue to maintain my membership if it is provided by my favorite skincare brand
Negative Publicity (W)	Publicity that contains negative information about attributes of certain brand or celebrity that may question the ability of brands and celebrities to provide benefits or not (M. Yu et al., 2018)	• Negative news about celebrities is serious • Negative news really reveals celebrity morality issues • Celebrities who fall into negative publicity are not credible

Variable	Definition	Item
		• Celebrities who fall into negative publicity are unreliable
		• Celebrities who fall into negative publicity are unreliable (Osei-Frimpong et al., 2019; Ouyang et al., 2021)

RESULTS AND DISCUSSION

The data in this study were collected through questionnaires distributed online, either through social media Instagram, Twitter, and others. Respondents who meet the criteria can fill out a questionnaire, where the previously determined criteria are female, follow the *celebgram* XXX Instagram social media account for at least 3 months, and have an Instagram social media account. Following the XXX's Instagram social media account for at least 3 months was chosen as the respondent's criteria, because during that time, respondents received some information regarding the products endorsed by the *celebgram*, and gave them the opportunity to be engaged when the *celebgram* was endorsing skincare products live. Furthermore, the characteristics of the respondents were categorized by age, income, occupation, and time length of "following" XXX's Instagram social media account. The characteristics of respondents in this study are summarized in table 2.

Table 2. Research Respondent Characteristics

	Characteristics	Number	Percentage
Age	17-20 years	56	28%
	21-24 years	63	31,5%
	25-28 years	30	15%
	29-32 years	25	12,5%
	More than 32 years	26	13%
Income	Less than 1.000.000	54	27%
	1.000.000-2.000.000	38	19%
	2.100.000-3.000.000	45	22,5%
	3.100.000-4.000.000	30	15%
	More than 4.000.000	33	16,5%
Occupation	Students	90	45%
	Private Sector Employee	30	15%
	SOE/Government Employee	20	10%
	Entrepreneur	45	22,5%
	Others	15	7,5%
Following Social Media Account XXX	3-6 months	30	15%
	7 – 12 months	90	45%
	More than 1 year	80	40%

Source: Processed Primary Data, 2022

Based on table 2, most respondents were in age characteristics of 21 to 24 years with a total of 63 respondents with a percentage of 31.5%. Likewise, based on the characteristics of income, the majority of respondents chose below 1,000,000 rupiah with a total of 54 respondents with a percentage of 27%. Furthermore, on job characteristics, the students' category got the highest number of respondents with 90 respondents, and has a percentage of 45%. On the last characteristic of the respondent, the time length of following XXX's Instagram social media account, the majority of respondents chose 7 to 12 months with 90 respondents with a percentage of 45%.

Validity and Reliability Test of Research Instruments

The next test in this study is a test of the validity and reliability of the research instrument. The validity test of this study uses the Partial Least Square method, where a research instrument is valid if it has an outer loading value greater than 0.7. In addition to using the outer loading value, this research construct is valid if it has an AVE value greater than 0.5. The results of the validity of this research instrument are described in table 3.

Table 3. The Result of The Research Instruments Validity Test

	Celebrity Endorse	Consumer Engagement	Brand Loyalty	Negative Publicity	Purchase Intention	AVE
Celen6	0.760					0.658
Celen7	0.887					
Celen8	0.782					
CE1		0.737				0.577
CE2		0.807				
CE4		0.777				
CE5		0.713				
BL2			0.799			0.635
BL4			0.841			
BL5			0.747			
NP1				0.704		0.583
NP2				0.751		
NP3				0.811		
NP4				0.783		
PI1					0.718	0.537
PI1					0.746	
PI3					0.756	
PI4					0.710	

Source: Processed Primary Data, (2022)

Based on table 3, it shows that the research instrument has an outer loading value above 0.7 and an AVE value above 0.5. However, in the testing process, there are several research instruments that have an outer loading value of less than 0.7, so that the research instruments are eliminated so it will not interfere the next testing process. After testing the validity of the research instrument, the next test carried out is the reliability test of the research instrument. In this study, the reliability test can be seen through the value of Cronbach's Alpha and the value of Composite Reliability. Where, the research instrument is said to be reliable if it has a Cronbach's Alpha value above 0.7 and has a Composite Reliability value greater than 0.7. The reliability test in this study is described in table 4.

Table 4. The Result of Reliability Test

	Cronbach's Alpha	*Composite Reliability*
Celebrity Endorsement	0.739	0.852
Consumer Engagement	0.757	0.845
Brand Loyalty	0.713	0.839
Negative Publicity	0.764	0.848
Purchase Intention	0.715	0.822

Source: Processed Primary Data, 2022

Based on table 4, the results of the instrument reliability test, it can be seen that all research variables have Cronbach's Alpha values greater than 0.7 and composite reliability values greater than 0.7. So, it indicates that each research variable or research instrument is reliable.

Hypothesis Test Results

Furthermore, when they have tested the validity and reliability of the instrument and the result of the tests indicated that each research instrument is valid and reliable, the next test is a research hypothesis test. Hypothesis testing in this study uses the Structural Equation Model (SEM) which tests whether each research variable can affect each other. In addition, a hypothesis test in this research can also conclude that each variable has a direct or indirect effect on the others. The hypothesis can be accepted if it has a t-statistics value greater than 1.96 and has a P-Values value less than 0.05. The results of hypothesis testing in this study are summarized in table 5.

Table 5. The Results of Research Hypotheses Test

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Celebrity Endorsement -> Consumer Engagement	-0.019	0.089	0.212	0.832
Celebrity Endorsment -> Purchase Intention	0.144	0.071	2.032	0.043
Celebrity Endorsement -> Brand Loyalty	0.222	0.073	3.031	0.003
Consumer Engagement -> Purchase Intention	0.206	0.070	2.939	0.003
Brand Loyalty -> Purchase Intention	0.210	0.080	2.643	0.008
Moderating Effect 1 -> PI	-0.007	0.062	0.110	0.912

Source: Processed Primary Data, (2022)

Based on table 5, the results of hypothesis testing indicate that celebrity endorsement has no effect on consumer engagement because it has a t-statistic value of 0.212 and has a P-value of 0.832. The t-statistic value is less than 1.96 and the P-Values value is greater than 0.05. So, it can be concluded that the first hypothesis which reads that celebrity endorsers have an effect on consumer engagement is rejected. Furthermore, table 5 shows that there is an influence of celebrity endorsement on purchase intention, because it has a t-statistic value of 2.032, where the number is more than 1.96 and it has a P-Values value smaller than 0.05, which is 0.043. So, based on the results of this hypothesis test, it indicates that the second hypothesis which states that celebrity endorsement affects purchase intention is accepted.

The results of hypothesis testing also show that celebrity endorsement has an influence on brand loyalty, where the results of this research hypothesis have a t-statistic value of 3,031. The t-statistic value is greater than 1.96, and it has a P-Values value less than 0.05, at 0.003. So, it can be stated that the third hypothesis which tells that celebrity endorsement has an effect on brand loyalty can be accepted. The hypotheses test in this study also examines the influence between consumer engagement on purchase intention, where the test results show a t-statistic value of 2,939, which is greater than 1.96 and has a P-Values value less than 0.05, that is 0.003. So, it can be said that the fourth hypothesis which reads that consumer engagement has an effect on purchase intention is accepted.

Likewise, the results of hypotheses testing indicate that there is a relationship between the brand loyalty variable and purchase intention. Where the results of the hypothesis test indicate that the t-statistic value is 2.643, greater than 1.96 and it has a P-Values value of less than 0.05, which is 0.008, so it can be concluded that the fifth hypothesis can be accepted. The results of the latest hypothesis test show that negative publicity maximizes the relationship between celebrity endorsement and purchase intention, where the resulting t-statistic value is 0.110 which is smaller than 1.96, and has a P-Values value of 0.912 which is greater than 0.05. So, it can be ascertained that the sixth hypothesis which reads negative publicity minimizes the relationship between celebrity endorsement and purchase intention is rejected, and in

other words, negative publicity from a celebrity does not affect the buying intention behavior of consumers.

Results of Research Mediation Effect Test

In addition to testing the direct effect, this study also examines the indirect effect or mediating effect between celebrity endorsement variables on purchase intention. The mediating variables in this study include consumer engagement and brand loyalty variables. A mediation effect occurs when the t-statistical value is more than the critical value, which is 1.96 and has p-values less than 0.05. The results of the mediation effect test in this study are summarized in table 6.

Table 6. The Results of The Research Mediation Effect Test

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Celebrity Endorsement-> Consumer Engagement -> Purchase Intention	-0.004	0.020	0.194	0.846
Celebrity Endorsement -> Brand Loyalty-> Purchase Intention	0.047	0.024	1.920	0.055

Source: Processed Primary Data, 2022

The results in table 6 show the mediating variables of this study, namely consumer engagement variables and brand loyalty variables that do not mediate the relationship between celebrity endorsement and purchase intention with the t-statistic values of 0.194 and 1.920. The value is less than the acceptance limit value of 1,96. In addition, the results show that the resulting P-Values are 0.846 and 0.055, where these values are greater than 0.05. So, it can be determined that consumer engagement and brand loyalty variables do not mediate the effect of celebrity endorsement on purchase intention.

Discussion

The results of this study provide empirical evidence in proving the relationship between celebrity endorsement and purchase intention, consumer engagement, and brand loyalty in the Indonesian market. This study proves that there is no effect of celebrity endorsement on consumer engagement. Hani et al., (2018) reveals that society tends to trust the brand of a product more than celebrities who endorse the brand. Furthermore, people who follow celebrities on Instagram tend to watch the celebrity and not the brand they promote. Thus, consumers tend to be more involved with brands they believe in than celebrities who advertise the product. On the other hand, the information received by consumers through social media tends to be influenced by the activities of "online friends" who are connected to each other. Djafarova & Rushworth, (2017) states that the involvement of online friends in obtaining or providing information on a brand is greater than that of celebrities who endorse the brand. This happens because "online friends" provide information related to their experience in using the product, when compared to celebrities who endorse a brand.

Research conducted by Ilicic and Webster (2011) supports the results of this study, where celebrity endorsement has a positive and significant effect on purchase intention. The results of this study indicate that celebrities who have a deep "engagement" with consumers tend to be more effective brand advocates when compared to celebrities who do not have consumer attachments. When consumers bond with a celebrity, they have more positive attitudes toward the celebrity's advertisements and brands, and are more likely to intend to, or even buy, the celebrity-endorsed brand. Spry et al., (2011) reveals that celebrity

endorsement has a very large influence on advertising effectiveness, brand recognition, brand memory, purchase intention, and even consumer buying behavior. The study proved that consumers easily associate themselves with celebrities who advertise products, thus helping them to remember the messages communicated and impacting their purchase intentions to be better in the short or long term. The results of this study are also supported by the research of Osei-Frimpong et al., (2019), where the results of this study reveal that celebrity endorsements have a positive effect on purchase intention.

Information about brands or products conveyed by celebrities is one source of credible and relevant information that can shape the perception of the quality of the product, so that endorsements made by celebrities lead to quality and have more performance and benefits than other products (Osei-Frimpong et al., 2019). The results of this study are also supported by researches conducted by Dwivedi et al., (2015) and Munnukka et al., (2016) which state that celebrity endorsements used by companies aim to build brands and form brand loyalty, and the celebrity endorsements carried out effectively create positive brand attitudes such as purchase intention and brand loyalty.

The interaction between consumers and companies, or consumers with celebrities who endorse a brand can encourage them to buy the product. This happens because these consumers perceive that the information provided by celebrities contains credibility and trust that the brand has benefits and performance that is better than other brands. (Chen et al., 2022). In addition, when someone is directly engaged, they can evaluate the information whether the information can be trusted, it can be used as a reference to consider purchasing the product or not (Hou & Sarigöllü, 2022). Therefore, consumer involvement can influence someone to intend to buy a product or brand offered by a company Yu & Zheng, (2021).

Ali et al., (2018) show that brand loyalty has a positive effect on purchase intention, high consumer loyalty is known as very important in determining purchase intentions from consumers. The results of this study can be strengthened if brand loyalty influenced by credibility and perceived quality of brands which is promoted using celebrity endorsements is presumed to influence consumer intentions to buy or repurchase (S. S. Kim et al., 2013). Similar results are also proven through research conducted by Lord & Putrevu, (2009), which states that consumer loyalty to a brand makes them buy the brand confidently based on their experience in using the brand. Loyal consumers also tend not to evaluate the brand in more detail and buy it immediately.

The results of this study also show that the negative publicity of a celebrity does not affect the relationship between celebrity endorsement and purchase intention. Although these results are very different from previous theories indicating that negative publicity can affect the interaction between celebrity endorsement and purchase intention. Several studies support the results of this study. Osei-Frimpong et al., (2019) revealed that consumers tend to consider other factors when they will make a purchase such as experience in using a product or brand, reviews of other users, and personal preferences regarding the product or brand endorsed by the celebrity. Furthermore, from a cultural perspective, consumers are more empathetic with endorsers. The point is, when the endorser experiences negative publicity, then the person introspects him/herself and apologizes and does not repeat the mistakes that have occurred, gradually the negative image of the celebrity disappears. Furthermore, negative information regarding celebrities is interpreted in the same way, and in accordance with consumer prejudice against the brand advertised by the celebrity. So that even positive information will be distorted, which can affect consumer emotions to be more attached to celebrities who endorse the brand (Kowalczyk & Royne, 2013). Therefore, there is a need for more in-depth discussion and research on this negative publicity.

CONCLUSION

This study found that celebrity endorsement did not have a positive and significant effect on consumer engagement. This shows that elements of society tend to trust the brand of a product more than celebrities who endorse the brand. Moreover, people who follow celebrities on Instagram are more likely to watch these celebrities than to watch brands that are endorsed by them. Furthermore, the attitude of the celebrity also affects consumer engagement. When the celebrity acts against the norm such as speaking rudely, it will cause discomfort for consumers to exchange information and engage with the celebrity. The results of this study also conclude that celebrity endorsement has a positive and significant effect on purchase intention and brand loyalty. It can be said that celebrities who endorse a product or brand have been effectively attracting consumers. When consumers bond with a celebrity, consumers tend to have a more positive attitude towards the advertisements and brands displayed by the celebrity, and have the intention to buy the product or brand endorsed by the celebrity. Furthermore, information about brands or products conveyed by celebrities is one source of credible and relevant information that can shape the perception of the quality of the product, so that endorsements made by celebrities lead to quality and have more performance and benefits than other products. So, they can increase customer loyalty.

Another finding that can be concluded from this study is that consumer engagement has an effect on purchase intention. The credibility of the information provided by celebrities and the consumer's trust on the brand can lead to a desire to buy the product. On the other hand, when someone is directly involved, they can evaluate the information whether the information can be trusted. It can be used as a reference to consider buying a product or not. Furthermore, brand loyalty in this study has a positive and significant effect on consumers' purchase intentions. This indicates that the loyalty that consumers have towards a brand, makes them buy the brand confidently, using the brand, which is based on their experience. Loyal consumers also tend not to evaluate the brand in detail and buy it immediately. The results of the moderating effect show that the negative publicity possessed by celebrities does not affect the relationship between celebrity endorsement and purchase intention. This indicates that consumers tend to consider other factors when they will make a purchase such as experience in using a product or brand, reviews of other users, and personal preferences. Furthermore, from a cultural perspective, consumers are more empathetic with endorsers. In addition, negative publicity from a celebrity also distorts product or brand information they endorse. This happens because negative information will be interpreted in the same way, and in accordance with the perception of a consumer. So, it can influence consumers to bond with the celebrity. This weak bond between celebrities and consumers often weakens the purchase intention of a product or brand endorsed by them.

The results of this study also provide several implications for managers. When marketing managers choose celebrities to endorse their brand, managers should first match whether the celebrity is suitable and appropriate with the features of the brand to be endorsed. And in the event of negative publicity against the celebrity, the company is not in a hurry to change their celebrity endorser, before a more detailed court decision is made. This is of course related to the results of this study which indicate that there is no significant effect of endorser negative publicity on brand performance. Furthermore, Managers should carefully assess the nature of negative publicity and consider the options available before making any particular decision. In addition, the results of this study provide learning about the effects of negative publicity on consumers' purchase intentions. In future studies, it is highly recommended to dig deeper into certain types or forms of publicity such as drug abuse, murder, alcohol abuse, assault, fraud, sex scandals, or bullying, which will have an emotional impact on the consumers. Future research also carefully examines the effects of using celebrities as endorsers. Companies tend to use celebrity endorsements

before and after the launch of a new brand. Thus, it is highly recommended that future research can examine the cumulative effects of the practice and why it is so important to use celebrity endorsers prior to brand launching.

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