

The Influence of Celebrity Endorsements on Brand Reputation and Consumer Purchase Interest in Fashion A in Bali

Nurhayati Andikasari¹, Naning Istiawanti², Haniie Rakhmawati³, Nursaid⁴,
Nurul Qomariah⁵

^{1,2,3,4,5}Universitas Muhammadiyah Jember, Indonesia
nurulqomariah@unmuhjember.ac.id

Abstract

Endorsing artists is one way to increase product sales. This research was conducted with the aim of finding out the influence of celebrity endorsements on brand reputation and consumer buying interest in Fashion A in Bali. The population in this research are all buyers at Fashion A in Bali. Descriptive analysis is used to determine the description of respondents and research variables. Validity tests and reliability tests are used to test the measuring instrument used in this research, namely the research questionnaire. To test the research hypothesis, multiple linear regression analysis was used. The research results are expected to show that the celebrity variable has an influence on brand reputation and consumer buying interest in Fashion A in Bali.

Keywords

celebrity endorsement; brand reputation; consumer buying interest; Balinese fashion



I. Introduction

As the modern era develops, product marketing competition is quite tight. This competition is because potential consumers who are facilitated by technology can easily find information about what products they want to buy (Vidyanata & Hadiwidjojo, 2018). Today's rapid technology causes the dissemination of information to occur in a matter of seconds and through many media. Companies are competing to make it an opportunity to get closer to their consumers. Marketing using the internet is one medium for marketing products. Currently, the internet is an effective forum for companies and enterprises in marketing activities. Business people are required to follow and adapt to the desires of an increasingly modern society so that their control of market share becomes stronger and they can easily expand their products, services and markets.

Marketing activities carried out by companies today are required to be more than just creating and developing a quality product, determining an attractive price, then distributing the product to consumers, but also being able to communicate with consumers. Companies must carry out communication activities that are used to provide information about the products they produce and position their products appropriately to consumers. Companies in general will make various efforts to promote the brand of products or services they produce to attract consumer attention and create positive associations with the aim of influencing consumer behavior which ultimately results in purchasing decisions for the products or services offered. Companies can distribute product information themselves or advertise their products on the internet. One of the internet features used to communicate products or services is through social networks. Conceptually, social networking refers to online communication media which aims for basic communication, interaction and content sharing activities.

Content aims to provide information about products and is also a force to shape the desire to influence potential buyers in the market. Content is usually created by the

company itself or by using celebrities. The celebrity is expected to represent the company's image or reputation so that the company will not choose a celebrity with less quality. Famous celebrities are a consideration for companies to use as communicators in an advertisement, which is usually called a celebrity endorsement.

Leslie (2019) states that using celebrities is an important part of promotion. The use of celebrities who are attractive, fun and trustworthy will make the promotion more attention and the product will be better known. The hope of using celebrity endorsements is to change brand reputation and increase consumer purchasing intentions. Based on this, it can be concluded that the celebrity endorsement technique is considered effective in achieving the goals of promotional activities (Hapsari, 2018). In using celebrity endorsements, celebrities and brands must be able to represent information and make associations that influence consumers' memories of a product (Till and Busler, 2020), both of which are connected through the endorsement process. Assumptions regarding the spread of reminders, insights and associations from celebrities will be transmitted to brands. Keller (2013) states that celebrity endorsement is a secondary association with a brand which will create brand equity. However, the distribution of associations depends on consumers' assessments of the endorser's credibility.

One of the products currently in demand is fashion. Fashion is a style of clothing used by someone both in daily activities and in certain activities. Fashion also determines a person's view of their lifestyle. As the fashion era that occurred in the past and now begins to change, people begin to pay more attention to the style or fashion they wear, because fashion is one of the factors in determining their social status. The fashion business that is currently happening is very fast and advanced, with the existence of information and communication technology, the fashion development process has become easier, more precise and more significant. Especially in the marketing factor, where in the past marketing was only carried out offline or by word of mouth, but it is very different and advanced compared to today. Judging from the promotions currently taking place, promotions in the current era are influenced by involving top celebrities, which is a trigger for consumers to be more interested in the products of a business, so that it can influence brand image and consumer purchasing decisions.

Marketing using celebrity endorsers is a surefire and effective way of carrying out its duties to introduce a product to the wider community, according to Alatas and Tabrani (2018) stating that endorsers are advertising supporters or also known as advertising stars to support a product. Sivesa (2013) also revealed that celebrities are seen as individuals who are popular with society and have attractive advantages that differentiate them from other individuals. Celebrities are able to influence someone to stop and direct attention to them. Celebrities as endorsers are believed to be able to influence consumers' desires to make purchases and to be able to boost product sales (Hanitha 2013), (Fildzah and Sari 2017), (Kalangi, Tamengkel, and Walangitan 2019), (Wulandari and Nurcahya 2015), (Restanti, FA 2019), (Febriani and Khairusy 2020), (Septiani and Oentoeng 2020), (Purwanto and Suharyono 2018). Therefore, researchers will now examine celebrity endorsements on brand reputation and consumer purchasing intentions at Fashion A.

II. Review of Literature

2.1 Celebrity Endorsements

A celebrity endorser is a person who enjoys public recognition and who uses this recognition in the name of goods when appearing in advertisements. (Shimp 2003) defines

celebrity endorsers as television stars, film actors, famous athletes, and even deceased individuals, who can influence consumer attitudes and behavior towards the products they advertise. So, celebrity endorsements are all individuals who enjoy public recognition and use this popularity to influence consumers by appearing with the product brand they advertise. Celebrity endorsement is used as any individual who enjoys public recognition and uses this recognition for the benefit of a consumer product by appearing with the product in an advertisement. The success of an advertisement cannot be separated from the message of the advertising star in promoting a product brand, especially if the advertisement is broadcast via television media. Using advertising stars in a television advertisement is the right strategy for introducing products to consumers. Celebrity endorsement moderates the relationship between brand image and brand trust, and between brand image and intention to repurchase a product. The indicators used to measure celebrity endorsement are adopted from research by Koththagoda & Weerasiri, (2015) and Gupta et al., (2015), namely: attractiveness, trustworthiness (level of trust), and expertise (expertise).

2.2 Brand Reputation

According to Surachman (2018) Brand reputation is part of a brand that can be recognized but cannot be pronounced, such as symbols, letter designs, special colors or customer perceptions of a product or service represented by the brand. Brand reputation is a concept created by consumers for subjective reasons and personal emotions (Ferrinadewi, (2018). So, Brand Reputation is a perception and belief about a brand that is owned and will be remembered by a consumer. According to Keller, (2013) there are several Qualitative techniques used to identify sources of brand equity include: free association, projective techniques, Zaltman Metaphor Elicitation Technique (ZMET), neural research methods, brand personality and values, and ethnographic and experiential methods.

2.3 Purchase Interest

According to (Mowen and Minor 2012), purchase intention is a consumer's desire to behave in a certain way with the aim of owning, spending and using goods or services. (Schiffman and Kanuk 2007) define purchase intention as transaction behavior that consumers tend to show after evaluating a product, and adopt consumer reactions to a product to measure the possibility of consumer purchase. Purchase intention is the tendency or desire of an individual consumer or group that encourages the consumer to carry out a product purchasing behavior after the consumer has assessed and evaluated a particular product. (Vidyanata & Hadiwidjojo, 2018). The indicators used to measure purchase intentions are adopted from research by Hanjani & Widodo, (2019) and Vidyanata & Hadiwidjojo, (2018) with adjustments to the objects studied, namely: transactional, preventive and exploratory.

2.4 Hypotheses

The use of celebrity endorsements in supporting a brand can influence consumer attitudes towards the brand, the credibility and attractiveness of a celebrity can be used by marketers to form a positive attitude towards a product. According to Vidyanata & Hadiwidjojo, (2018), consumers consider that the endorser of a brand is more credible, which can make their attitude towards the brand they endorse more positive. (Kalangi, Tamengkel, and Walangitan 2019), (Restanti, FA 2019) show that consumer attitudes towards fashion brand A are positively influenced by celebrity endorsements.

H1: There is an influence of celebrity endorsement on the reputation of fashion brand

Celebrity endorsers who have attributes such as attractiveness, trustworthiness, and familiarity have a positive effect on consumer perceptions of purchasing intentions. (Septiani and Oentoeng 2020), (Kalangi, Tamengkel, and Walangitan 2019), stated that celebrity endorsements have a significant influence on consumer purchase intentions. Meanwhile, Jamil & Hassan, (2014) stated that endorsements through celebrities have a less significant influence on consumer purchasing intentions. Vidyanata & Hadiwidjojo, (2018) and Stephanie et al., (2013) stated that celebrity endorsements were proven to have no direct influence on purchase intentions.

H2: There is an influence of celebrity endorsement on consumer purchase intentions

III. Research Methods

Location: This research was conducted at Fasion A in Bali. The research variables used in this research are celebrity endorsement, brand reputation and consumer purchase intentions. According to Sugiyono (2020) the dependent variable is the variable that is influenced or is the result, because of the existence of the independent variable. The dependent variables in this research are brand reputation and consumer purchase intentions. The independent variable (X) is often referred to as a stimulus, predictor, antecedent variable. In Indonesian it is often referred to as an independent variable. The independent variable is the variable that influences or is the cause of the change or emergence of the dependent (bound) variable Sugiyono (2020). The independent variable in this research is celebrity endorsement. The type of data used in this research is quantitative data, namely data in the form of numbers or qualitative data that is calculated (Sugiyono, 2020). The quantitative data in this research is the results of a questionnaire in the form of respondents' answers. The data source in this research is primary data. According to Sugiyono (2020), primary data is raw data obtained directly from the source, observed and recorded for the first time. Primary data in this research was obtained through questions in a questionnaire distributed to fashion consumer respondents A.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Sugiyono, 2020). The population in this research is Fasion A spread across Bali. The sample is part of the number and characteristics of the population, so the number of samples taken must be able to represent the population in the research (Sugiyono, 2020). The sample used is the entire population of respondents (Saturated Sample). The data collection method in this research is intended to obtain data that is relevant and accurate to the problem being discussed. In this research, researchers used data techniques using questionnaires that were distributed personally. A questionnaire is a data collection technique that is carried out by providing a set of questions related to the object being studied, given one by one to respondents who are directly related to the object being studied Sugiyono (2020). According to Sugiyono (2020:64) descriptive analysis is research carried out to determine the state of independent variables, whether only one variable or more (stand-alone variables) without making comparisons of the variables themselves and looking for relationships with other variables. Descriptive statistics used in this research are minimum, maximum, average and standard deviation values. Classical Assumption Tests There are three classical assumption tests that are carried out before regression is carried out on the multiple linear equation model, namely: The normality test aims to determine whether the samples taken come from a normally distributed population. Multicollinearity Test This test aims to test whether in a regression model a correlation is found between independent variables (Ghozali, 2018). The heteroscedasticity test aims to

test whether in the regression model there is inequality of variance from the residuals of one observation to another. Moderated Regression Analysis (MRA) or interaction test is a special application of linear multiple regression where the regression equation contains elements of interaction (multiplication of two or more independent variables).

IV. Discussion

4.1 The Influence of Celebrity Endorsements on Fashion Brand Reputation A

This research on the influence of celebrity endorsements on brand reputation among consumers at Fashion A is expected to provide results that celebrity endorsements have a positive effect on brand reputation. Research which also discusses the issue of the relationship between celebrity endorsement and brand reputation was conducted by (Nuraini and Maftukhah 2015) which shows that celebrity endorsement has a significant effect on brand reputation. Research (Yusron, Rachma, and Hufron 2019), (Putra and Sulistyawati 2015) states that celebrity endorsements have an impact on brand image.

When a celebrity endorsement promotes Fashion A, it is hoped that the brand's reputation for Fashion A will increase and make Fashion A's value good in front of consumers who have used Fashion A.

4.2 The Influence of Celebrity Endorsements on Interest in Buying Fashion A

Celebrity Endorsement is expected to have an influence on consumer buying interest in fashion A. Research discussing the relationship between Celebrity Endorsement and buying interest was carried out by (Yusron, Rachma, and Hufron 2019), (Mubarok 2016), (Putra and Sulistyawati 2015), (Kurniawan and Susanto 2020), (Ramlawati and Lusyana 2020), stated that celebrity endorsers have a positive influence on buying interest. When celebrity endorsements promote Fashion A well in information media, consumers' buying interest will increase and they will even repurchase Fashion A that they have previously purchased.

V. Conclusion

Celebrity endorsements are expected to have a positive influence on brand reputation in fashion A. Celebrity endorsements are also expected to influence consumer purchase intentions in fashion A

References

- Febriani, Reni, and Mirza Abdi Khairusy. 2020. "Analisis Pengaruh Celebrity Endorser/Brand Ambassador, Harga Dan Desain Produk Yang Dimediasi Oleh Citra Merek Terhadap Keputusan Pembelian Di Online Shop Shopee." *Progress: Jurnal Pendidikan, Akuntansi dan Keuangan* 3(1): 91–109.
- Fildzah, Nur Amalina, and Devilia Sari. 2017. "Pengaruh Celebrity Endorser Dan Word Of Mouth Terhadap Keputusan Pembelian Produk Sweater Online Shop ALCO Di Media Sosial Instagram." *Jurnal Ekonomi, Bisnis & Entrepreneurship* 11(2): 99–112.
- Hanitha, Yunni. 2013. "Pengaruh Kompetensi Pegawai Terhadap Kualitas Pelayanan Di Kantor Camat Sajad Kabupaten Sambas." *Publika, Prodi Ilmu Pemerintahan FISIP UNTAN* 1(1): 1–8.
- Kalangi, Natalia Junni, Lucky F. Tamengkel, and Olivia F. C. Walangitan. 2019. "Pengaruh Celebrity Endorser Dan Brand Image Terhadap Keputusan Pembelian

- Shampoo Clear.” *Jurnal Administrasi Bisnis* 8(1): 44.
- Kurniawan, Chintya Nagata, and Annie Susanto. 2020. “Pengaruh Celebrity Endorsement, Brand Image Dan Testimoni Di Instagram Terhadap Minat Beli Konsumen.” *Management & Accounting Expose* 3(2): 98–112.
- Mowen, John C, and Micheal Minor. 2012. *Perilaku Konsumen*. Jakarta: Erlangga.
- Mubarak, Dadan Abdul Aziz. 2016. “Pengaruh Celebrity Endorsement Terhadap Minat Beli Konsumen (Studi Pada Konsumen Mahasiswa Kelas Reguler Sore STIE INABA Bandung).” *Jurnal Indonesia Membangun* 3(1): 61–76.
- Nuraini, Alfiah, and Ida Maftukhah. 2015. “Pengaruh Celebrity Endorser Dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Citra Merek Pada Kosmetik Wardah Di Kota Semarang.” *Management Analysis Journal* 4(2): 171–79. <https://journal.unnes.ac.id/sju/index.php/maj/articel/view/7839>.
- Purwanto, Ulum Yanuar, and Suharyono. 2018. “Pengaruh Celebrity Endorser Terhadap Citra Merek Dan Dampaknya Pada Keputusan Pembelian (Survei Kepada Konsumen Malang Strudel Di Outlet Singosari, Kab. Malang).” *Jurnal Administrasi Bisnis* 56(1): 1–5. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2311>.
- Putra, I Ketut Triya Darma, and Eka Sulistyawati. 2015. “Peran Brand Image Dalam Memediasi Pengaruh Celebrity Endorser Terhadap Niat Beli.” *E-Jurnal Manajemen Unud* 4(6): 1722–34. <https://media.neliti.com/media/publications/255133-peran-brand-image-dalam-memediasi-pengar-c7a9ad57.pdf>.
- Rahmawati, Ersya Aulia, Nurul Qomariah, Yohanes Gunawan Wibowo, and Universitas Muhammadiyah Jember. 2021. “Impact of Celebrity Endorser , E-Service Quality , and E-Word Of Mouth on Product Purchasing Decisions at Online Shop.” *International Journal of Business and Management Invention* 10(5): 1–7.
- Ramlawati, Ramlawati, and Emy Lus yana. 2020. “Pengaruh Celebrity Endorsement Dan Citra Merek Terhadap Minat Beli Produk Kecantikan Wardah Pada Mahasiswi Hpmm Cabang Maiwa Di Makassar.” *Jurnal Manajemen & Organisasi Review (Manor)* 2(1): 65–75.
- Restanti, FA, A Kusumawati - Jurnal. 2019. “Pengaruh Celebrity Endorser Dan Electronic Word of Mouth Terhadap Minat Beli Dan Dampaknya Terhadap Keputusan Pembelian.” *Jurnal Administrasi Bisnis (JAB)* 68(1): 28–37. <http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/2796>.
- Schiffman, Leon, and Leslie Lazar. Kanuk. 2007. *Consumer Behaviour 7 Th. Edition. (Perilaku Konsumen)*. Jakarta: Indeks.
- Septiani, Yerita, and Irvan F.C Oentoeng. 2020. “Pengaruh Celebrity Endorsement , Citra Merek Dan Harga Terhadap Keputusan.” *Jurnal Kewirausahaan, Akuntansi, dan Manajemen TRI BISNIS* 2(2): 160–79.
- Shimp, Terence A. 2003. *Periklanan E-Word Of Mouth Aspek Tambahan Komunikasi Pemasaran Terjemahan Oleh Revyani Sjahrial Dan Dyah Anikasari Edisi Kelima Jilid 1*. Jakarta: Erlangga.
- Wulandari, N., and I. Nurcahya. 2015. “Pengaruh Celebrity Endorser, Brand Image, Brand Trust Terhadap Keputusan Pembelian Clear Shampoo Di Kota Denpasar.” *E-Jurnal Manajemen Universitas Udayana* 4(11): 244169.
- Yusron, Safaruddin, N Rachma, and M Hufron. 2019. “Pengaruh Celebrity Endorser Terhadap Minat Beli Melalui Citra Merek Sebagai Variabel Intervening Pada Pengguna Kosmetik Pixy Di Toko Aster Malang.” *e – Jurnal Riset Manajemen*: 51–62.