
INFLUENCE CELEBRITY ENDORSER AND BRAND IMAGE AGAINST THE PURCHASE DECISION ON ISDSHOP MAKASSAR

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Abstract

This study aims to determine (1) The effect of celebrity endorsement on purchasing decisions at Isdshop Makassar stores (2) The effect of brand image on purchasing decisions at Isdshop Makassar stores (3) The more dominant variable influencing purchasing decisions at Isdshop Makassar.

This research uses quantitative data types and multiple linear regression analysis methods so that research data is obtained from questionnaires that are distributed online to Isdshop Makassar visitors who have made purchasing transactions at Isdshop Makassar with a sample of 92 respondents.

The results of the study show that (1) Celebrity Endorse has a positive and significant effect on purchasing decisions at Isdshop Makassar stores (2) Brand Image has a positive and significant effect on purchasing decisions at Isdshop Makassar stores (3) Brand image variables have more dominant influence on purchasing decisions at Isdshop Makassar.

Keywords: *celebrity endorse, brand image, purchase decision*

INTRODUCTION

Since the existence of the internet, strategy Which caused company Of era modern This is make strategy advertising Which unique and adjust it with development technology Which There is. Advertising online Now become shape promotion sale Which spread wide Which use internet for convey message Which attract to customer. In terms of advertising that utilizes the internet, especially the Company's social media can apply various shape innovation and advertising creativity the product for attract attention consumers.. Where to start product only for sale through communication personal, advertisement Of television and letter news. However with exists internet, marketing Can become more interactive.

In addition, the internet can also be used as an online business media by using various social media applications such as Instagram, TikTok, *whatsapp* and others. increasing usage media social open opportunity for businessmen for offer the product to consumer through media social. Businessmen continue try change media social become media communication and marketing. It means use media social as receptacle information product Which given. With communication This, Good seller nor buyer own information Which relevant One same another.

Posting photos or videos and including comprehensive information about the product so that the products offered can be seen by all social media users. This is evidenced by the results of research that has been researched by (Azizah et al., 2021) showing that TikTok social media marketing has a positive influence on brand awareness and purchase intention of cosmetic products.

In creating content that aims to introduce and market products so that it can attract the attention of consumers, creativity is needed in making it, for this a creative strategy is needed. One of them is by using someone who has charisma and ability. For attract attention Lots people this is known as the term *Celebrity Endorser*. Celebrity endorser is

defined as a figure of a figure who is well known by the public and demonstrates as a consumer in advertisements (Belch & Belch, 2004).

Attracting the attention of consumers not only by using *celebrity endorse* in promoting the product but the company or business actor must build a positive brand image for the product so that the product can survive and excel in competition with similar products. A mark is a sign that can show the identity of goods or services, which differentiates an item or service from other goods or services produced by a person, several people or legal entities, with similar goods or services belonging to other people, having sufficient differences in the use in production and trade (Asep Suryadi, 2022). Brands must have an image in which, image is a concept that is easy to understand, but difficult to explain systematically because it is abstract (Simamora, 2004). Meanwhile, brand image is the public's perception of the company or its products (Lubis & Wibowo, 2016).

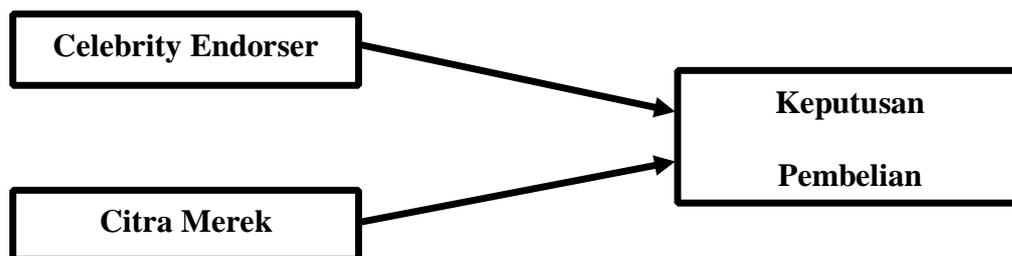
Several previous studies conducted research on "The Influence of Celebrity Endorsers on Instagram Social Media Against Interest in Purchasing Lazeta Skin Care Products in Makassar" by (Nur, 2018) in which proved that endorser criteria 1. Truthworthiness has a positive effect on endorsers on Instagram social media on purchase intention on Lazeta Skin Care Makassar products. 2. Attractiveness has a positive effect on endorsers on social media Instagram on purchase intention for Lazeta Skin Care Makassar products. 3. Expertise has a positive effect on endorsers on social media Instagram on purchase intention for Lazeta Skin Care Makassar products 4. *Truthwothiness, attractiviness, expertise* simultaneously significant effect on purchase intention on Lazeta Skin Care Makasar products. Previous research whose results stated that brand image had a positive and significant influence on purchasing decisions at the Makassar branch of the 5asec laundry (Widiawati, 2017).

From these data it can be concluded that using assistance from celebrity endorsers in advertising products can increase personal branding and can build an image on the brand so that it attracts consumers to make purchasing decisions. This is also evidenced by research conducted by (Nur, 2018) "The Influence of Celebrity Endorsers on Instagram Social Media on Interest in Purchasing Lazeta Skin Care Products in Makassar" which proves that endorser criteria 1. Truthworthiness has a positive effect on endorsers on Instagram social media on interest purchases of Lazeta Skin Care Makassar products. 2. Attractiveness has a positive effect on endorsers on social media Instagram on purchase intention for Lazeta Skin Care Makassar products. 3. Expertise has a positive effect on endorsers on social media Instagram on purchase intention for Lazeta Skin Care Makassar products 4. *Truthwothiness, attractiviness, expertise* simultaneously significant effect on purchase intention on Lazeta Skin Care Makasar products.

Isdshop Makassar a business engaged *infashion* and offer goods according to the slogan "*affordable basic outfit and comfy style*" and also make promotions *buy 1 get 1* at a certain time so that it is famous and becomes the target of women because not only are the prices affordable but the quality of the products offered are very good and have a variety of shapes such as crop blouses, flannel shirts, skirts, cuolot pants, knit sweaters and various kinds of supporting accessories *fashion* woman. Isdshop also uses a marketing strategy by promoting its merchandise with the help of local Makassar celebrity endorsers, one of which is Musil with 127 thousand Instagram followers and 478 thousand followers on the TikTok application.

Meanwhile, the framework of this research can be described as follows:

Figure 1. Framework of Mind



RESEARCH HYPOTHESIS

Based on the formulation of the problems that have been put forward and the objectives of this study, the hypotheses raised are:

- H₁:** Allegedly *celebrity endorse* positive and significant effect on purchasing decisions at isdshop Makassar.
- H₂:** It is suspected that brand image has a positive and significant effect on purchasing decisions at isdshop Makassar.
- H₃:** Suspected variable *celebrity endorser* more dominant effect than the brand image variable on purchasing decisions at isdshop Makassar.

RESEARCH METHODS

In this study, the authors collected data and information by using a way of distributing questions to respondents in the form of a questionnaire to be answered and filled in, and given a value. Questionnaires or questionnaires are data collection techniques using forms that contain written questions, then they will be distributed to a person or group of people to answer or provide responses to the information needed by the author (Likdanawati & Hamdiah, 2017).

The analytical method used by researchers is the Validity Test, Reliability Test, Multiple Regression Analysis Test, T Test, and F Test. Using this analysis to find out the relationship between the independent variables and the dependent variable whether each has a positive or negative relationship and can predict the value of the dependent variable if the value of the independent variable has increased or decreased. The data commonly used is interval or ratio scale.

RESEARCH RESULTS AND DISCUSSION

Validity test

This validity test is used to measure the validity of a questionnaire. A questionnaire is said to be true if the questions or statements in the questionnaire can reveal something that will be measured by the questionnaire. The significance test was carried out by comparing the value of *r* count with *r* table for degrees of freedom ($df = n - 2$). If the sum of *r* (each item shown in the corrected item column - total correlation) is greater than the amount *r* and the value of *r* is positive, the statement is declared valid.

Table 1. Validity test results

Variable	Indicator	rhyme	Rtable	Information
	X1.1	0,614	0,21	Valid
	X1.2	0,588	0,21	Valid

Variable	Indicator	rhyme	Rtable	Information
Celebrity endorse (X1)	X1.3	0,587	0,21	Valid
	X1.4	0,646	0,21	Valid
	X1.5	0,678	0,21	Valid
	X1.6	0,541	0,21	Valid
	X1.7	0,613	0,21	Valid
	X1.8	0,696	0,21	Valid
	X1.9	0,737	0,21	Valid
	X1.10	0,620	0,21	Valid
	X1.11	0,650	0,21	Valid
	X1.12	0,709	0,21	Valid
	X1.13	0,721	0,21	Valid
	X1.14	0,709	0,21	Valid
	X1.15	0,647	0,21	Valid
	Brand image (X2)	X2.1	0,540	0,21
X2.2		0,679	0,21	Valid
X2.3		0,737	0,21	Valid
X2.4		0,781	0,21	Valid
X2.5		0,733	0,21	Valid
X2.6		0,756	0,21	Valid
X2.7		0,782	0,21	Valid
X2.8		0,806	0,21	Valid
X2.9		0,761	0,21	Valid
X2.10		0,767	0,21	Valid
X2.11		0,826	0,21	Valid
X2.12		0,825	0,21	Valid
Purchase Decision (AND)	Y.1	0,691	0,21	Valid
	Y.2	0,735	0,21	Valid
	Y.3	0,776	0,21	Valid
	Y.4	0,723	0,21	Valid
	Y.5	0,532	0,21	Valid
	Y.6	0,541	0,21	Valid
	Y.7	0,752	0,21	Valid
	Y.8	0,773	0,21	Valid
	Y.9	0,742	0,21	Valid
	Y.10	0,801	0,21	Valid
	Y.11	0,724	0,21	Valid
	Y.12	0,767	0,21	Valid
	Y.13	0,739	0,21	Valid
	Y.14	0,712	0,21	Valid

Source: Processed data, 2023

The table data above shows that all statement items have a positive correlation coefficient value and are greater than table r. This means that the questionnaire statement items obtained are valid and further data testing can be carried out.

Reliability Test

This test was conducted to find out whether the statement items contained in the research variables reliable or view value Alpha Cronchbach's. The basis for making decisions on this reliability test is if the value Alpha Cronchbach's > 0.50 then it says reliable or consistent.

Table 2. Reliability Test Results

Variable	Cronchvach' s Alpha	Limit Value	Information
<i>Celebrity endorse</i> (X1)	0,902	0,5	Reliable
Brand image (X2)	0,928	0,5	Reliable
Purchase decision (AND)	0,921	0,5	Reliable

Source: Processed data, 2023

Based on the table above, value Cronchbach's Alpha *Celebrity endorse* of 0.902, Brand Image of 0.928, and purchasing decisions of 0.921 which means that all statement items contained in the research questionnaire are stated reliable or reliable and can be used as a measuring tool because of value Cronchbach's Alpha-nya > 0,50.

Multiple Linear Regression Analysis Test

Multiple regression analysis serves to determine the relationship between the independent variables and the dependent variable, is there any influence *Celebrity endorse* (X1) and brand image (X2) on purchasing decisions (Y).

Table 3. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
1 (Constant)	3,286	3,598		,913	,363
<i>Celebrity endorse</i> (X1)	,187	,077	,177	2,431	,017
Brand image (X2)	,874	,087	,734	10,061	,000

Source: Processed data, 2023

Based on Table 4.5, the multiple linear regression equation in this study is as follows:

$$Y = 3.286 + 0.187 X1 + 0.874 X2 + e$$

The explanation of the results of the regression equation above is as follows:

1. b_0 = the constant value obtained is 3.286 meaning that if the variable *Celebrity*

endorse (X1) and brand image (X2) is 0, so the variable of work motivation (Y) is 3.286.

2. 0,187 X1 = Variable regression coefficient valuecelebrity endorse (X1) of 0.187 which meancelebrity endorse positive effect on purchasing decisions.
3. 0,874 X2 = The regression coefficient value of the brand image variable (X2) is 0.874, which means that the work environment has a positive effect on purchasing decisions.

From the equation of multiple linear regression analysis, it can be seen that all independent variables have a positive effect on the dependent variable. The results of the analysis also show that the most influential independent variable is brand image with the highest regression coefficient value of 0.874.

Partial Significance Test (T Test)

The partial significance test or also known as the T test is a test conducted to determine the influence of the independent variables partially or individually on the dependent variable on the basis of decision making. The basic test is done by comparison t_{count} with t_{table} . If $\alpha > 0.50$ then H_0 is accepted and H_1 is rejected, and if $\alpha < 0.05$ then H_0 is rejected and H_1 is accepted.

Table 4. Partial Significance Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	Std. Error	Beta		
	1 (Constant)	3,286	3,598		
Celebrity endorse (X1)	,187	,077	,177	2,431	,017
Brand image (X2)	,874	,087	,734	10,061	,000

Source: Processed data, 2023

Based on the above results, it can be explained as follows:

1. The t-test results show the value t_{count} variable *Celebrity endorse* (X1) equal to 2,431 where the value is greater than the value t_{table} namely 1.986, with an unstandardized beta efficiency of 0.187 and a significance level of 0.017 < 0.050 . This is meaningful *Celebrity endorse* (X1) has a partial effect on purchasing decisions. Thus H_0 is rejected and H_1 is accepted. That is, variables *Celebrity endorse* (X1) partially has a significant influence on the purchasing decision variable at Isdshop Makassar.
2. The t-test results show the value t_{count} variable Brand Image (X2) of 10.061 where the value is greater than the value t_{table} that is equal to 1.986, thus the unstandardized beta coefficient is 0.874 and a significance level of 0.000 < 0.05 . This means that Brand Image (X2) has a partial effect on purchasing decisions. Thus H_0 is rejected and H_2 accepted. That is, the Brand Image variable (X2) partially has a significant influence on the purchasing decision variable at Isdshop Makassar.

Simultaneous Significance Test (F Test)

Simultaneous significance test or it can also be called the F test is a test conducted to determine the influence of the independent variables simultaneously or together on the dependent variable on the basis of decision making $F_{count} > F_{table}$ or if the significance

probability > 0.05 , then H_0 is accepted and H_1 is rejected. As for value F_{table} of 3.10 and the following are the results of the simultaneous significance test or F test using the SPSS 22 program.

Table 5. Simultaneous Significance Test Results

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Say.
1 Regression	4291,648	2	2145,824	132,580	,000 ^b
Residual	1440,472	89	16,185		
Total	5732,120	91			

Source: Processed data, 2023

The F-Test results stated that the value F_{count} 132,580 is greater than the value F_{table} of 3.10, where the value F_{count} of 132.580 with a significant probability of 0.000 which states that H_0 is rejected and H_1 is accepted because $132.580 > 3.10$ and $0.000 < 0.05$. So, it can be concluded that variable Celebrity endorse and brand image simultaneously or jointly have a significant influence on purchasing decision variables at Isdshop Makassar.

The coefficient of determination (R^2)

The Coefficient of Determination Test aims to determine how much influence celebrity endorse and brand image have on purchasing decision variables by looking at the value R_{square} on the table *model summary output* from the statistical program SPSS 22.

Table 6. Test Results for the Coefficient of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,865 ^a	,749	,743	4,023	1,744

Source: Processed data, 2023

Based on the data obtained, the correlation or relationship R is 0.865 or the correlation or relationship is 86.50% while the effect of R Square is 0.749 or 74.90%, meaning that the purchasing decision at Isdshop Makassar is influenced by variables Celebrity endorse and Brand image. While the remaining 25.1% is influenced by other variables not examined in this study such as service quality, customer value, price, product quality, etc.

DISCUSSION

This study examines influence *celebrity endorse* and brand image on purchasing decisions at Isdshop Makassar, so that each variable can be discussed individually, namely as follows:

A. Influence *Celebrity Endorse* and Brand Image on Partial Purchase Decisions at isdshop Makassar.

1. Influence *Celebrity endorse* against the purchase decision

The t-test results show the value t_{count} variable *Celebrity endorse* (X1) equal to 2,431 where the value is greater than the value t_{table} namely 1.986, with an unstandardized beta efficiency of 0.187 and a significance level of $0.017 < 0.050$. This is meaningful *Celebrity endorse* (X1) has a partial effect on purchasing decisions. Thus H_0 is rejected and H_1 is accepted. That is, variable *Celebrity endorse* (X1) has a partial effect on purchasing decisions. Thus H_0 is rejected and H_1 is accepted. That is, variables *Celebrity endorse* (X1) partially has a significant influence on the purchasing decision variable at Isdshop Makassar so that when using assistance *celebrity endorse* can increase consumer purchasing decisions so that the number of customers can increase, as the opinion (Kotler & Keller, 2012) states that the use *celebrity endorser* believed to receive more consumer attention than individuals who are not widely known to the public.

The results of this study are in line with research that has been conducted by Fitriani Latief (Nugrah et al., 2023) research title Effects of Celebrity Endorse and Sales Promotion on Purchase Interest Yotta Beverages with the results showing that celebrity endorsements and sales promotions have a partial and simultaneous effect on purchase intention Yotta's drink to ITB Nobel Indonesian students, Sindy Tria Putri (2019) with the title influence celebrity endorsement on Instagram social media in the promotion of hijab products on consumer buying interest (a case study in Islamic Economics Study Program students at UIN Ar Raniry in 2015-2016) and research conducted by Putri Eka Syafitri (2019) on the influence celebrity endorse on the buying interest of Instagram social media users in Management Study Program students at the University of Muhammadiyah Makassar stated that it had a positive effect, this strengthened the view that celebrity endorse has a positive and significant effect on purchasing decisions and is still a necessary factor.

2. Influence of Brand Image Against Purchase Decisions

The t-test results show the value t_{count} brand image variable (X2) of 10.061 where the value is greater than the value t_{table} that is equal to 1.986, thus the unstandardized beta coefficient is 0.874 and a significance level of $0.000 < 0.05$. This means that Brand Image (X2) has a partial effect on purchasing decisions. Thus H_0 is rejected and H_1 is accepted. That is, the Brand Image variable (X2) partially has a significant influence on the purchasing decision variable at Isdshop Makassar. Where if an effort to build and maintain a good image of the brand will increase the number of customers to make purchasing decisions because by making brand image one of the determinants of purchasing decisions in accordance with the results obtained in this study because the brand is feature special something product, strength brand Also influence ability company in bring product the market and easy known by consumer, brand Which Good more easy known by public and help consumer for buy product with easy. Who Which need, strength brand give mark alone, the more strong product value Which owned by brand the regularly direct nor No direct influence consumer on moment use product the Because strength brand the, and can Also called brand image.

The results of this study are in line with research conducted by Andi Widiawati (2017) concerning the Effect of Brand Image and Sales Promotion Through Instagram Social Media on Purchase Decisions at the Makassar Branch Laundry 5asec and research conducted by Fitriani Latief in the journal (Miranda et al., 2023) The Effect of Brand

Image and Product Quality on Purchasing Decisions of Makeover Cosmetics in Indonesian ITB Nobel Students. This reinforces the view that brand image has a positive and significant effect on purchasing decisions and is still a necessary factor.

B. Influence Celebrity Endorse and Brand Image on Simultaneous Purchase Decisions at isdshop Makassar.

The F-Test results stated that the value F_{count} 132,580 is greater than the value F_{table} of 3.10, where the value F_{count} of 132.580 with a significant probability of 0.000 which states that H_0 is rejected and H_1 is accepted because $132.580 > 3.10$ and $0.000 < 0.05$. So, it can be concluded that variable Celebrity endorse and brand image simultaneously or jointly have a significant influence on purchasing decision variables at Isdshop Makassar.

C. Dominant Influential Variables

From the equation of multiple linear regression analysis, it can be seen that all independent variables have a positive effect on the dependent variable. The results of the analysis also show that the most influential independent variable is brand image with the highest regression coefficient value of 0.874 of the coefficient value Celebrity endorse 0.187. This proves that brand image has more influence on making a purchase decision for customers and can convince customers of the products offered so that customers trust the product to meet their needs.

CONCLUSION

Based on the results of hypothesis testing and analysis of the research conducted, it is concluded that:

1. *Celebrity endorser* has a positive and significant effect on purchasing decisions at isdshop Makassar stores.
2. Brand image has a positive and significant effect on purchasing decisions at isdshop Makassar stores.
3. The brand image variable has a more dominant influence on purchasing decisions at Isdshop Makassar.

SUGGESTION

1. Based on the results of the study indicate that the significance value *celebrity endorse* lower than the brand image therefore it is expected to continue to be able to use *celebrity endorse* in carrying out sales strategies and in the future can cooperate with *celebrity endorse* which is even more famous than before so that the brand can be better known by various groups.
2. Based on the results of research showing that brand image is more dominant in influencing purchasing decisions at Isdshop Makassar, therefore it is expected to maintain its image and continue to build a good image for customers so that customers still feel comfortable and entrust their choices
3. For future researchers who wish to conduct research, it is expected to conduct research related to price, service quality, and others. So that it can be seen which variables have more influence on purchasing decisions at Isdshop Makassar besides variables *celebrity endorse* and brand image.

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