

## THE EFFECT OF CELEBRITY ENDORSER TOWARDS PURCHASE DECISION ON BATAM OLEHLO

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### Article

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### Abstract

*This study examines the effect of Celebrity Endorser on the purchase decision of Batam Olehlo. Respondents from this study were consumers who have purchased the product of Batam Olehlo. The population in this study is Batam community with a sample of 100 respondents. The sampling technique uses purposive sampling method with the Slovin formula. The data is collected through a questionnaire which is given directly to the respondent. The data analysis method used is descriptive analysis using multiple linear regressions, classical assumption test, t test with a significance level of 0.1, and the coefficient of determination. The results of this study are the three variables of celebrity endorser namely attractiveness, trustworthiness, and expertise partially and simultaneously positive and significant effect on the purchase decision.*

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## 1. INTRODUCTION

The development of increasingly widespread business activities lead to increasingly fierce business competition. This requires a company to be more innovative and creative in developing its business activities. Realizing this, it is clear that marketing is the main activity that must be carried out by the company for the company's survival. One marketing strategy is through advertising. Effective advertising is able to influence and even change public knowledge about product availability and characteristics. Of the various types of media available, digital media is quite attractive to entrepreneurs to introduce their products.

With increasingly sophisticated technology, almost all brands exist in digital media, especially the internet, one of which is social media. Social media is one form of marketing today, such as Instagram, Twitter, Facebook, etc. The use of social media that is much loved by the people of Indonesia is Instagram. In general, Instagram is an application where users can share photos and videos. In addition, Instagram makes it easy for users to get the latest information from what they follow. Even they can buy a product through Instagram. Of course, this opportunity makes business people competing to promote their products through Instagram. Another reason is that, due to the very broad range, unlimited limits and low cost of advertising, making Instagram an attractive alternative medium for doing business.

Celebrity Endorser is one of the promotional activities that can attract the attention of consumers. Communities from adolescents to adults follow what their idols use. Indirectly, it makes celebrity role models, the center of attention and trends. In this case, the celebrity's duty is to convince and attract the attention of the general public towards the products it offers.

According to Ohanian, quoted by McClelland (2016), the selection of celebrities as endorsers in accordance with the product is very important, although it becomes a difficult choice. In addition, in his journal entitled Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness and Attractiveness, there are several dimensions in celebrity endorsers including expertise, trustworthiness and attractiveness. The attractiveness of celebrities is one of the factors that a celebrity endorser chooses and is also an effective strategy for advertisers to use in promoting their products or services.

One of the present souvenir industries in Batam that applies the celebrity endorser strategy is Batam Olehlo. Batam Olehlo is a souvenir business which is partly managed by a well-known artist in Indonesia, namely Oki Setiana Dewi. Batam Olehlo continues to innovate with the variants of the cake it offers and is priced very affordable.

Purchasing decisions are influenced by consumer involvement and their trust in a product. The higher the consumer is involved in the search for product information, the greater the consumer's urge to make a purchase. However, on the other hand consumers are increasingly selective in making product choices. This is caused by the development of information technology flow, so consumers can absorb information about the product.

From the description above that celebrity endorsers influence purchasing decisions on a product, the authors take the title of the study "The Effect of Celebrity Endorsers on Purchasing Decisions in Batam Bylo".

## LITERATURE REVIEW

### Marketing

Marketing is one of the important roles in the sustainability of a business and achieving business goals to make a profit. By definition, marketing is an activity, a set of institutions and the process of creating, communicating, delivering and exchanging valuable offerings for customers, clients, partners and the general public (Tjiptono, 2012). Meanwhile, according to Kotler and Armstrong (2014), states that: Marketing is the activity, sets of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Meanwhile, according to Alma and Saladin (2010), which explains that marketing is a process and management involving individuals or groups to meet their needs and desires through the creation, supply and exchange (value) of products with others. In marketing activities themselves, exchange activities become a central thing where someone tries to offer a certain amount of money, goods or services to various social groups to meet their needs.

### Marketing Mix

According to Kotler and Armstrong (2014), some experts refer to 4P marketing, while in the book Kotler and Armstrong refer to the extended marketing mix or expanded marketing mix, including the following:

1. Product: Goods, Services and experiences

Consists of several things, namely variation, quality, design, features, brand name, packaging, size, add-ons, guarantees and returns.

2. Price  
It is the amount of money that a customer pays for a particular product and the price must be proportional to the value offer to the customer. There are several discussions of prices, namely price list, discounts, credit settlement requirements and benefits.
3. People  
People interact with people, how much experience might be told from one person to another. This has become one of the important relationships in marketing.
4. Process  
In the case of effective contact services, customers are often involved in the process of creating and enjoying experiences. Increasingly, so is technology.
5. Physical Evidence  
In general, services are invisible. The meaning of other tools and techniques used in satisfaction measures is important.
6. Logistic Placement  
In terms of logistics placement, it consists of several important things including demand and management, logistics management, channel management.
7. Promotion  
In the promotion some activities are formed, advertising, direct selling, direct marketing and online marketing.

#### **Definition of Promotion**

According to Kotler and Armstrong (2016), promotion is an activity that communicates the purpose of a product and convinces consumers to buy the product. Meanwhile, according to Hermawan (2012), stated that, promotion is a priority component of marketing activities that inform consumers that the company is launching new products that tempt consumers to purchase. Conclusions can be drawn based on the above explanation that promotion is an activity of introducing, convincing a product to consumers, where creative and attractive ways are needed so that consumers are confident and make a purchase of the product.

#### **Celebrity Endorser**

Each industry has its own creative power to attract the attention of consumers and make choices about a brand. One of the creativity in advertising is by using celebrity endorser. According to McCracken, quoted by McClelland

(2016), "Celebrity are people who enjoy public recognition and often have distinctive attributes such as attractiveness and trustworthiness", which means that celebrities are people who enjoy public recognition and who often have distinctive attributes like attraction and trust.

Meanwhile, according to Shimp (2008), Celebrity endorsers are television stars, film actors, athletes, politicians, famous people and sometimes celebrities who have died (opening vignette) which are widely used in magazine advertisements, radio spots, and television advertisements to support a product. To form the characteristics of a product, we need the right endorser figure or advertisement star as an attraction that is in accordance with the character of the product.

#### **Type of Endorser**

Endorsers are divided into several types, Hudori (2010) explains the types of endorsers including celebrity endorsers, expert endorsers, lay endorsers, and dead endorsers.

1. Celebrities are people who are well-known by the public at large whether it's movie stars, singers, comedians, athletes, models. Celebrity endorsers are famous people who can influence because of their achievements. Celebrities are widely used to develop positive images of new products or change the image of existing products, because to do this celebrities have power because they become the idols of many people.
2. Expert endorsers are advertising stars who have knowledge and abilities in certain fields. This expert is expected to give the impression that the message conveyed can be trusted by potential customers.
3. *Lay endorser is a non-celebrity ad star, in a different word but with the same meaning, Typical person endorser, which uses several non-celebrity people to convey a message about a product. Consumers who are experienced using the product will be followed by their opinions by potential customers.*
4. Dead endorsers are advertisements of people who have died. The main consideration for ads that use dead endorsers is the appeal and credibility of a message. The credibility aims to convince the target audience of the advertising message delivered.

### Characteristic of Celebrity Endorsers

The use of celebrities as ad stars is believed to have its own charm. Besides having the advantage of publicity and getting the attention of consumers. The following characteristics of endorser celebrities according to Ohanian quoted by (McClelland, 2016):

1. *Trustworthiness*, the pattern of trust in communication is the level of confidence of the listener, and the level of acceptance of the speech and message. It can be concluded that trustworthiness or the level of trust of a celebrity endorser is important in building persuasion and attitude before deciding on a purchase.
2. *Expertise*, the results of research by Ohanian show that there is a positive impact on changes in consumer attitudes. Respondents' compliance with direct recommendations varies with the level of perceived expertise and strength of the advice. Experimentally manipulated the dimensions of expertise and found that subjects exposed to expert sources showed more agreement being recommended than those who were exposed to sources of low expertise. Finally, in the context of sales, a salesperson is induced to have a significantly higher number of customers buying a product than there are no salespeople.
3. *Attractiveness*, considerable research results in advertising and communication show below:

that attractiveness (physical attractiveness of a person) is important in an individual's initial assessment of someone. Attractiveness is physical attractiveness refers to the trait of being regarded as pleasant to look at in terms of particular group's concept of attractiveness. Attractiveness refers to the self which is considered as interesting to be seen in relation to the concept of a particular group with physical attractiveness. Endorsers with good physical appearance and / or attractive non-physical characters can support advertisements and can arouse the audience's interest to listen to advertisements.

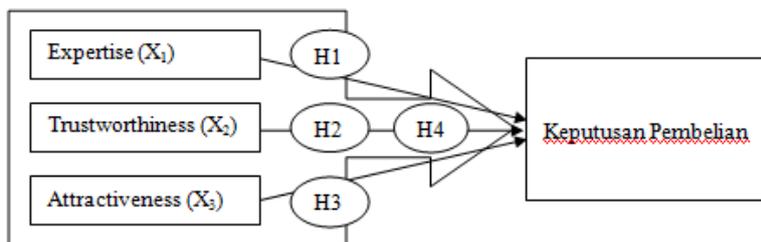
### Purchase Decision

According to Setiadi (2010) buying behavior implies that individual activities are directly involved in exchanging money for goods and services and in the decision making process that determines these activities. Consumer decisions to buy a product always involve physical activity (in the form of direct activities of consumers through the stages of the purchase decision making process) and mental activities (ie when consumers assess the product according to certain criteria set by individuals).

### Framework

Based on the theory that has been described, a framework can be formed as a basis for the hypothesis that consumer behavior is thought to influence the purchase decision of present souvenirs, as show

Fig. 2. Framework



## ***HYPOTHESIS***

Hypothesis is a temporary answer to the formulation of a research problem, therefore the formulation of a research problem is usually arranged in the form of a statement. The following hypothesis in this study:

- H1** : **Expertise** has a positive and significant influence on purchasing decisions on Batam Olehlo.
- H2** : **Trustworthiness** has a positive and significant influence on purchasing decisions on Batam Olehlo..
- H3** : **Attractiveness** has a positive and significant influence on purchasing decisions on Batam Olehlo.
- H4** : **Expertise**, **Trustworthiness** and **Attractiveness** simultaneously have positive and significant influence on purchasing decisions at Batam Olehlo.

## **2. METHOD**

### ***TYPE OF RESEARCH***

The research method used in this study is a quantitative approach. This approach has the objective to prove the existence of a causal dependent variable in this study is a purchase decision. This study uses a primary type that is giving questionnaires to respondents.

### ***POPULATION AND SAMPLE***

The population in this study were consumers at Batam Olehlo. In determining sampling, non-probability sampling is used, ie using purposive sampling. Purposive sampling is a sampling technique with certain considerations. These considerations are the criteria used in the sampling of this study. The criteria used are as follows:

- a. Consumers at Batam Olehlo are aged 17 years and over so they are considered mature enough to fill out the questionnaire.
- b. Never buy at once consume Batam Padalo products at least twice, so that you can provide feedback on the questionnaire.

Determination of the number of samples is done by using the Slovin formula with a total sample of 100 consumers.

### ***Data Types and Sources***

Primary data sources are data obtained directly without going through intermediaries. Primary data sources in this study were obtained from the distribution of questionnaires regarding attractiveness, trustworthiness, expertise and purchasing decisions. Secondary data sources are

relationship between the independent variable and the dependent variable. The independent variables in this study are expertise, trustworthiness and attractiveness.

a general description of the company, the number of transactions per month, the number of consumers in Batam Olehlo.

### ***Data Collection Technique***

Data collection techniques are ways that are used to obtain data and information needed in research. Data collection techniques used in this study are using questionnaire distribution techniques. The questionnaire is a data collection technique that is done by providing a list of written statements to a number of consumers of Batam Olehlo.

### ***Validity and Reliability***

*In* order for the data obtained to have a high degree of accuracy and consistency, the research instruments to be used must be valid and reliable.

### ***Validity Test***

Based on the table of validity testing results using the SPSS program shows that the significance of the correlation coefficient results of all items is greater than is *Rhitung* > 0.165 so it can be concluded that the variables Attractiveness (X1), Trustworthiness (X2), Expertise (X3) and Purchase Decisions (X4) in research this is valid.

### ***Reliability Test***

Based on the test table, the writer can show that the Cronbach Alpha value generated by each statement item shows a number > 0.6. So it can be

concluded that the variables Attractiveness (X1), Trustworthiness (X2), Expertise (X3) and Purchase Decision (X4) in this study can be declared reliable or trusted.

### Data Analysis Method

#### 1. Normality Test

This normality test will be carried out using the Kolmogorov Smirnov test. Data normality testing is done with the following criteria:

- If the significant value > 0.1, it can be concluded that the residual distribution of research data is normal...
- If the significant value < 0.1, it can be concluded that the distribution of research data residuals is not normal

**Table 1. The results of normality**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	0E-7
	Std. Deviation	1,20856274
	Absolute	100
Most Extreme Differences	Positive	,052
	Negative	-,100
Kolmogorov-Smirnov Z		,998
Asymp. Sig. (2-tailed)		,272

Based on the table 1 above, it can be seen the Asymp.Sig value of 0.272 > 0.1, so that it can be concluded that the data is normally distributed.

#### 2. Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables (independent). To be able to determine whether there is multicollinearity in the regression model in this study is to look at the value of VIF (Variance Inflation Factor).

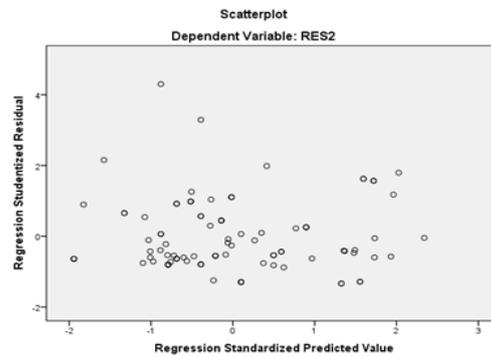
**Table 2. The VIF value**

Model	Coefficients <sup>a</sup>	Collinearity Statistics	
		Tolerance	VIF
1	Attractiveness	,711	1,407
	Trustworthiness	,702	1,424
	Expertise	,657	1,523

Based on the table 2 above, it can be seen that the tolerance value > 0.1 and VIF < 10, because the independent variable, Attractiveness (X1) has a tolerance value that is greater than 0.1, 0.711 and a VIF value less than 10.0, 1.407. The Trustworthiness variable (X2) has a tolerance value whose value is greater than 0.1, which is 0.702 and a VIF value less than 10.0, which is 1.424. For the Expertise variable (X3) has a tolerance value of more than 0.1 that is equal to 0.657 and a VIF value of less than 10.0 of 1.523. Thus the model proposed in this study does not occur Multicollinearity.

### 3. Heteroscedasticity Test

In this research, the method used to detect the occurrence of heteroscedasticity is to look at the regression chart pattern, which is to see the presence or absence of certain patterns shown by the scattered sample plot points scattered on scatter plot diagrams. The basis for decision making related to the heteroscedasticity test is the Scatter Diagram of the distribution of standardized error data combinations forming a random pattern indicating that heteroscedasticity does not occur and the regression model is considered to be eligible. Here are the results of the heteroscedasticity test of this study.



**Fig. 2. The results of heteroscedasticity**

Heteroscedasticity test results show that the points do not form a particular pattern or there is no clear pattern and the points spread above and below the number 0 (zero) on the Y axis, then there is no heteroscedasticity.

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used in this study with the aim to determine whether there is an influence of the independent variable on the dependent variable.

**Table 3. A summary of the results of data processing using the SPSS program is as follows:**

Model	Coefficients <sup>a</sup>	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
		1	(Constant)	6,099	,906	
	Attractiveness	,290	,058	,408	4,994	,000
	Trustworthiness	,034	,065	,043	,518	,606
	Expertise	,293	,060	,418	4,911	,000

From these results when written in standardized form the regression equation is as follows:

$$Y' = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y' = 6,883 + 0,418 X_1 + 0,226 X_2 + 0,062 X_3 + 0,811 X_4$$

Some things that can be known from the equation are as follows:

1. A constant of 6,099 means that if the variable attractiveness, trustworthiness and expertise value is 0, then the Purchase Decision value is 6,099.
2. The attractiveness variable has a coefficient of 0,290 and is positive, meaning that if the attractiveness variable increases by one unit, the Purchase Decision will increase by 0,290 units assuming the other independent variables are of fixed value.
3. The trustworthiness variable has a coefficient of 0,034 and is positive, meaning that if the trustworthiness variable increases by one unit, the Purchase Decision will increase by 0,034 units assuming the other independent variables are of fixed value.
4. The expertise variable has a coefficient of 0,293 and is positive, meaning that if the expertise variable has increased by one unit, the Purchase Decision will have an increase of 0,293 units assuming the other independent variables have a fixed value.

### Hypothesis Testing

#### Partial Regression Test (t Test)

This hypothesis test is used to test whether the independent variable partially or individually influences the dependent variable. With a significance level of  $\alpha = 10\%$ , the test criteria are as follows:

- a. If the significance value of  $t < 0.1$ , then  $H_0$  is rejected, meaning that there is a significant influence between one independent variable on the dependent variable.
- b. If the significance value  $t > 0.1$ , then  $H_0$  is accepted, meaning that there is no significant effect between one independent variable on the dependent variable.

#### T Test of Attractiveness (X1) On Purchasing Decision (Y)

**Table 4. T test results of attractiveness on purchasing decisions**

Model		Coefficients <sup>a</sup>		T	Sig.
		Unstandardized Coefficients			
		B	Std. Error		
1	(Constant)	8,406	,840	10,006	,000
	Attractiveness	,448	,055	8,080	,000

Based on the results of the t test, the calculated t value is 8.080. With a significance level  $\alpha = 10\%$  and with the number of respondents as many as 100 respondents the t value of the table can be

1,660.  $T \text{ value} > t \text{ table } (8,080 > 1,660)$ , then  $H_0$  is rejected. Then tested based on a significance level of 10% (0.1) in a significance value of 0,000  $< 0.1$ , then  $H_0$  is rejected so it can be concluded that attractiveness partially has a positive and significant effect on Purchasing Decisions. A positive t value means that the effect that occurs is positive, or it can be interpreted that the higher or better the attractiveness, the better the Purchase Decision.

#### T Test of Trustworthiness (X2) On Purchase Decision (Y)

**Table 5. The trustworthiness t test results on purchasing decisions**

Model		Coefficients <sup>a</sup>		t	Sig.
		Unstandardized Coefficients			
		B	Std. Error		
1	(Constant)	10,493	,992	10,574	,000
	Trustworthiness	,342	,073	4,706	,000

Based on the results of the t test, the value of t is 4.706. With a significance level of  $\alpha = 10\%$  and with a total of 100 respondents the ttable value is 1,660.  $T \text{ value} > t \text{ table } (4,706 > 1,660)$ , then  $H_0$  is rejected. Then tested based on a significance level of 10% (0.1) in a significance value of 0,000  $< 0.1$ , then  $H_0$  is rejected so it can be concluded that trustworthiness is partially positive and significant effect on Purchasing Decisions. A positive t value means that the effect that occurs is positive, or it can be interpreted the higher or better trustworthiness, the more the Purchase Decision increases.

#### T Test of Expertise (X2) On Purchase Decision (Y)

**Table 6. Results Testing expertise on purchasing decisions**

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	8,634	,796	10,841	,000
	Expertise	,448	,054	8,244	,000

Based on the results of the t test, the calculated t value is 8.224. With a significance level  $\alpha = 10\%$  and with the number of respondents as many as 100 respondents the t value of the table can be 1,660.  $T \text{ value} > t \text{ table } (8,224 > 1,660)$ , then  $H_0$  is rejected. Then tested based on a significance level of 10% (0.1) in a significance value of 0,000  $< 0.1$ , then  $H_0$  is rejected so it can be concluded that expertise partially has a positive and significant effect on Purchasing Decisions. A positive t value means that the effect that occurs is positive, or it can be interpreted that the higher or better expertise, the more increasing the Purchase Decision.

### 3. RESEARCH RESULTS

The research conducted aims to determine the effect of attractiveness, trustworthiness and expertise on Purchasing Decisions on Batam Olehlo. The analysis technique used is multiple regression using SPSS tools. The results of multiple regression analysis can be explained as follows:

#### The Effect of Attractiveness (X1) on Purchase Decision (Y)

Hypothesis test results prove that attractiveness has a positive and significant effect on Purchasing Decisions, with the results of the t-test of 8.080 with sig. 0,000  $< \alpha = 0,1$ .

- a. Attractiveness variable was obtained at 8,080 with a significance of 0,000 (sig  $< 0,1$ ). The results of this study indicate a significance number smaller than 0.1 and equal to 8,080  $>$  equal to 1,660, then the regression model can be used to predict the dependent variable or in other words the attractiveness variable has a positive and significant effect on the Purchasing Decision variable. The results of this study are the same as the results of previous studies conducted by Pontoh (2016), which states that attractiveness has a positive and significant effect on consumer buying interest.
- b. The results of the attractiveness statement variable have a mean score of 2.98. This value illustrates that respondents' perceived perceptions of attractiveness are in the good category.

#### The Effect of Trustworthiness (X2) On Purchase Decision (Y)

Hypothesis test results prove that trustworthiness has a positive and significant effect on Purchasing Decisions, with t-test results of 4.706 with sig. 0,000  $< \alpha = 0,1$ .

- a. The trustworthiness factor variable was obtained at 4,706 with a significance of 0,000 (sig  $< 0,1$ ). The results of this study indicate a significance number smaller than 0.1 and equal to 4,706  $>$  equal to 1,660, then the regression model can be used to predict the dependent variable or in other words the trustworthiness variable has a positive and significant effect on the Purchasing Decision variable. The results of this study are the same as the results of previous studies conducted by Pontoh (2016), which states that trustworthiness has a positive and significant effect on consumer buying interest..

- b. The results of the trustworthiness factor statement variable have a mean score of 2.70. This value illustrates that respondents' perception of trustworthiness is in the good category.

#### The Effect of Expertise (X3) On Purchase Decision (Y)

Hypothesis test results prove that expertise has a positive and significant effect on Purchasing Decisions, with t-test results of 8,244 with sig. 0,000  $< \alpha = 0,1$ .

- a. Expertise variable was obtained at 8,244 with a significance of 0,000 (sig  $< 0,1$ ). The results of this study indicate a significance number smaller than 0.1 and equal to 8.244  $>$  1.660, then the regression model can be used to predict the dependent variable or in other words the expertise variable has a positive and significant effect on the Purchase Decision variable. The results of this study are the same as the results of previous studies conducted by Pontoh (2016), which states that expertise has a positive and significant effect on consumer buying interest. The results of personal factor statement variables have a mean score of 2.86 which illustrates that respondents' perceptions personal factors are good.
- b. The results of the expertise statement variable have a mean score of 2.88 which illustrates that the respondents' perception of judgment on expertise is in the good category.

### 4. CONCLUSION AND SUGGESTIONS

#### Conclusion

Based on the results of research conducted by the relationship of Celebrity Endorser as the delivery of advertising messages with purchasing decisions on Batam Olehlo products, the following conclusions can be drawn:

1. *Attractiveness*  
The application of the Celebrity Endorser (Oki Setiana Dewi) promotion is considered by consumers to have good attractiveness. Attractiveness has a positive and significant influence on purchasing decisions.
2. *Trustworthiness*  
The application of the Celebrity Endorser (Oki Setiana Dewi) promotion is considered by consumers to have good trustworthiness. Trustworthiness has a positive and significant influence on purchasing decisions.

3. *Expertise*  
The application of the Celebrity Endorser (Oki Setiana Dewi) promotion is considered by consumers to have good expertise. Expertise has a positive and significant influence on purchasing decisions.
4. Based on research that has been done that the promotion strategy in the form of Celebrity Endorser which can be assessed from three variables, namely attractiveness, trustworthiness, and expertise, has a positive and significant influence on consumer purchasing decisions on Batam Olehlo.

### Suggestions

1. For The Company  
From the results of the study that celebrity endorser has a positive and significant influence in making consumer purchasing decisions. This is an input for Batam Olehlo to continue to be able to implement a celebrity endorser promotion strategy, even in the future it can increase the credibility of celebrity endorsers, which in turn will increase the quantity of consumer purchases of the Batam Olehlo product range.
2. For The Next Researcher  
The next research is expected to be able to add other variables that are thought to influence in the case of a Purchasing Decision. It is expected that further research will use the survey method through questionnaires as well as face-to-face interviews, so that the research data can describe the actual conditions and the consistency of the results of the research with the Celebrity Endorser approach.

### Threat

The researcher acknowledges that this research is far from perfect and there are still limitations. Some limitations in this study include:

- a. Some visitors were not willing to fill out the questionnaire due to personal reasons
- b. Questionnaires were distributed using hardcopy so it took longer to obtain respondent data and input.

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