



The Influence of Celebrity Influencers and Brand Credibility on Consumer Purchase Intentions for The Brand: The Mediating Role of Attitudes Toward The Brand and Attitudes Toward Brand Credibility in The Case of Nadiraa Hijab

Bunga Rizqa Putri Laksono^{1*}

¹Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia

*Corresponding author, E-mail: 18311164@students.uui.ac.id

ARTICLE INFORMATION	ABSTRACT
Section Research Articles	This study examines the influence of celebrity influencers and brand credibility on consumer purchase intentions for the Nadiraa Hijab brand in Yogyakarta. The sample consisted of 380 female respondents aged 17-50 years who were seeking product information on social media. Data was collected through an online survey using a google form questionnaire. Data analysis was carried out using SmartPLS which includes classical assumption testing, instrument testing and hypothesis testing. The results of the study indicate that celebrity influencers and brand credibility have a direct impact on consumer purchase intentions and brand attitudes. Additionally, there is an indirect effect through brand attitude and brand credibility, which, although not direct, still contribute to consumer purchasing decisions.
Article History	
Article Submitted: 12/10/2024	
Accepted: 21/10/2024	
Available online: 22/10/2024	
Keywords celebrity influencers brand credibility consumer purchase intentions attitudes toward the brand attitudes toward brand credibility nadiraa hijab	

©2024 PT Solusi Edukasi Berdikari: Publishers. All rights Reserved

INTRODUCTION

The advancement of information and digital technology has brought significant changes to human life, including in marketing activities. Internet services, social media, and other digital technologies have become the primary means of communication in marketing due to their ability to transcend time constraints and be accessed anytime. According to Hootsuite (2022) the number of internet users worldwide has reached 4,95 billion, with 4,62 billion of them being social media users. In Indonesia, the number of internet users reached 204,7 million in 2022, an increase of 1% or 2,1 million from the previous year. On average, Indonesians spend



8 hours and 36 minutes a day surfing the internet. Social media usage is very popular in Indonesia, with 191,4 million people actively using social media and spending an average of 3 hours and 17 minutes daily (Hootsuite, 2022). Social media has become the main platform for businesses to communicate and promote products to consumers. Social media influencers, as dynamic third parties, play an important role in supporting this marketing strategy (Gretzel, 2018).

In recent years, marketing strategies using influencers have become a new trend. Influencers have the ability to influence their audience in choosing or buying products. Followers of influencers tend to trust and follow product recommendations given by influencers. Endorsement by influencers helps companies introduce and influence the audience to purchase products (Childers, Lemon and Hoy, 2019). Influencers are also considered a valuable and trustworthy source of information. Brand credibility is the consumer's trust in the product information conveyed by a brand, influenced by the consumer's perception of the brand's ability and willingness to fulfill the promises made (Rahmah and Arafah, 2023). Brand credibility becomes an important factor in consumer purchasing decisions, especially amidst uncertainties that can make consumers hesitant to buy (Pratiwi and Suasana, 2019).

With the rapid development of technology, digital platforms such as social media have become critical tools for marketing communication. The increasing use of social media and the rise of influencers as third-party promoters has significantly impacted consumer behavior, particularly in online shopping. Businesses now rely on influencers to reach target audiences and influence their purchasing decisions. This trend highlights the need to study the effects of influencer marketing and brand credibility on consumer buying behavior. In the case of Nadiraa Hijab, a prominent hijab and Muslim fashion store in Yogyakarta, the brand's active use of influencers has contributed to its popularity and success. Investigating this phenomenon can offer valuable insights into how influencer endorsements and brand credibility affect consumer purchase intentions. The object of this research is Nadiraa Hijab, a hijab store in Yogyakarta that sells both online and offline. Nadiraa Hijab uses social media platforms like Instagram and collaborates with influencers to promote its products.

The store targets both end consumers and retailers, focusing on providing high-quality products at competitive prices. The study will examine how the store's strategy of working with influencers and establishing brand credibility influences consumers' purchasing decisions, particularly in the hijab market. The objective of this research is to analyze the influence of celebrity influencers and brand credibility on consumer purchase intentions, with a specific focus on the mediating roles of brand attitude and brand credibility in the case of Nadiraa Hijab. The study aims to understand how these factors interact and influence consumer behavior, ultimately contributing to the brand's success in increasing sales and maintaining a loyal customer base. By doing so, the research will provide a deeper understanding of the dynamics between influencer marketing, brand perception, and consumer decision-making in the Indonesian hijab industry.

LITERATURE REVIEW & HYPOTHESIS

Technology Acceptance Model

The Theory of Reasoned Action (TRA) is one of the most influential theories for understanding the relationship between attitudes, intentions, and behaviors (Fishbein and Ajzen, 1975). TRA assumes that a person's behavior is influenced by their intention to perform the behavior, which in turn is influenced by their attitude towards the behavior and subjective norms. Attitude towards the behavior reflects a person's positive or negative evaluation of a particular behavior,

while subjective norms describe an individual's perception of social pressure to perform or not perform the behavior (Fishbein and Ajzen, 1975).

In other words, a person's intention to take an action results from how they feel about the action and how they believe important others will view the action. Behavioral intention is a function of two basic determinants: attitude toward the behavior and subjective norm. A person's attitude toward a particular behavior is determined by their beliefs about the consequences of the behavior and their evaluation of those consequences. Thus, TRA provides a strong theoretical framework for understanding how celebrity influencers and brand credibility can affect consumer purchase intentions through changes in attitudes and social norms related to the brand (Fishbein and Ajzen, 1975).

Hypothesis Development

Celebrity influencers significantly impact consumer attitudes towards brands due to their appeal, credibility, and popularity. Aw and Labrecque (2020) indicates that parasocial interactions on social media strengthen consumer attachment to celebrities, affecting brand attitudes and purchase intentions through cognitive elements like brand credibility and affective elements like brand attractiveness. Osei-Frimpong, Donkor and Owusu-Frimpong (2019) highlights that high credibility celebrities positively influence consumer perceptions of endorsed brands. Tantawi and Sadek (2019) emphasizes the importance of physical attractiveness, trust, and alignment between celebrities' goals and brands in shaping consumer attitudes. Based on these findings, the first hypothesis is formulated as follows:

H₁: Celebrity Influencers Positively Influence Brand Attitude

Celebrity influencers positively affect brand credibility, which reflects consumer perceptions of a brand's trustworthiness and reliability. Aw and Labrecque (2020) notes that parasocial relationships with influencers enhance emotional connections with endorsed brands, boosting brand credibility. High credibility celebrities, as found in other studies, are more effective in increasing consumer trust in brands. Based on these findings, the second hypothesis is formulated as follows:

H₂: Celebrity Influencers Positively Influence Attitudes towards Brand Credibility

Brand credibility influences consumer perceptions of a brand's reliability and honesty, impacting their attitudes towards the brand. Zhang and Laroche (2020) shows that credible brands are more valued by consumers. Osei-Frimpong, Donkor and Owusu-Frimpong (2019) found that strong brand credibility enhances positive consumer attitudes, which influences purchase intentions. Based on these findings, the third hypothesis is formulated as follows:

H₃: Brand Credibility Positively Influences Brand Attitude

Brand credibility impacts consumer perceptions of brand reliability and integrity, which strengthens positive attitudes towards the brand's credibility. Lee and Kim (2020) found that high brand credibility enhances consumer trust and loyalty, influencing purchase intentions. Based on these findings, the fourth hypothesis is formulated as follows:

H₄: Brand Credibility Positively Influences Attitudes towards Brand Credibility

Positive brand attitudes increase consumers' intentions to purchase from the brand. Babin *et al.* (2021) shows that brand attitudes affect purchase intentions through functional fit and brand quality perceptions. Arachchi and Samarasinghe (2023) found that positive brand attitudes related to CSR enhance purchase intentions. Regina and Anindita (2022) found similar

thing, that positive brand attitudes significantly increase a consumer's buying intentions.. Based on these findings, the fifth hypothesis is formulated as follows:

H₅: Brand Attitude Positively Influences Consumer Purchase Intentions

A positive attitude towards brand credibility enhances purchase intentions. AlFarraj *et al.* (2021) found that brand credibility influences purchase intentions through trust and expertise. Atta *et al.* (2024) highlights that brand credibility have a significant and positive influence on the consumer purchase intention. Additionally, brand credibility are positively related to the attitudes towards brand credibility and attitudes towards the brand.. Kim and Song (2020) emphasize the role of credibility in digital marketing. Based on these findings, the sixth hypothesis is formulated as follows:

H₆: Attitude towards Brand Credibility Positively Influences Consumer Purchase Intentions

Celebrity influencers impact purchase intentions by creating positive brand associations. Aw and Labrecque (2020) notes that parasocial interactions enhance consumer attachment to celebrities, influencing purchase intentions through brand credibility and attractiveness. Atta *et al.* (2024) found that endorser credibility have a significant and positive influence on the consumer purchase intention. Additionally, endorser credibility are positively related to the attitudes towards brand credibility and attitudes towards the brand. Based on these findings, the seventh hypothesis is formulated as follows:

H₇: Brand Attitude Mediates The Relationship between Celebrity Influencers and Consumer Purchase Intentions

Brand attitude mediates the impact of brand credibility on purchase intentions. Aw and Labrecque (2020) found that positive brand attitudes, influenced by brand credibility, enhance purchase intentions. Based on these explanations, the ninth hypothesis is formulated as follows:

H₈: Brand Attitude Mediates The Relationship between Brand Credibility and Consumer Purchase Intentions

Brand credibility attitude mediates the influence of celebrity influencers on purchase intentions. AlFarraj *et al.* (2021) found that brand credibility impacts purchase intentions through trust and reliability. Martín-Consuegra *et al.* (2018) highlights that brand credibility enhances purchase intentions by improving brand image. Liu and Zheng (2024) shows that brand credibility strengthens purchase intentions through informative value of influencers' content, authenticity, and homophily positively affect their parasocial relationships, which in turn, affects followers' purchase intention and evaluation of brand credibility. Based on these findings, the eighth hypothesis is formulated as follows:

H₉: Attitude towards Brand Credibility Mediates The Relationship between Celebrity Influencers and Consumer Purchase Intentions

Brand credibility attitude mediates the relationship between brand credibility and purchase intentions. Martín-Consuegra *et al.* (2018) show that brand credibility strengthens purchase intentions by boosting consumer attitudes Based on these explanations, the tenth hypothesis is formulated as follows:

H₁₀: Attitude towards Brand Credibility Mediates The Relationship between Brand Credibility and Consumer Purchase Intentions

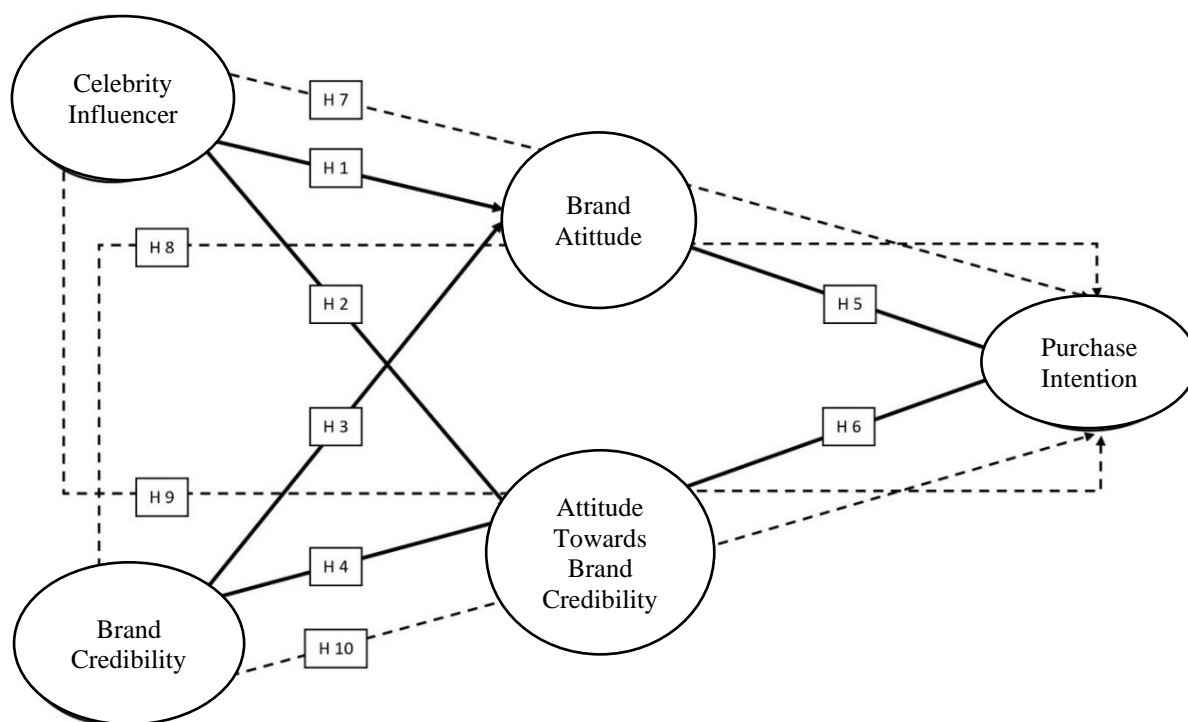


Figure 1. Research Framework

RESEARCH METHODS

This research was conducted using a survey method on consumers of Nadiraaa Hijab in Yogyakarta. Data was collected through an online questionnaire distributed via social media such as instagram, whatsapp, and telegram. The population in this study includes all women in Yogyakarta who use or are interested in using Nadiraaa Hijab products and actively seek information related to hijab products on social media. The sample was taken using a non-probability sampling method with convenience sampling techniques, where respondents were selected based on their ease of access and willingness to participate in this study. The sample size in this study was determined using the formula proposed by Roscoe (1975) which suggests a minimum sample size of five times the number of observed variables.

With 35 indicators used in this study, the required sample size is between 175 and 350 respondents. This research successfully collected 380 respondents, meeting the minimum sample criteria needed. Respondent profiles include several demographic characteristics, such as age ranging from 17 to 50 years, last education including high school, bachelor's, and master's degrees, and monthly income or pocket money ranging from 1 to 5 million IDR. Respondents are also active on social media platforms such as instagram, whatsapp, and telegram. The data used in this study is primary data obtained from the questionnaires filled out by the respondents. The questionnaire was designed using a 6-point Likert scale, where 1 indicates "Strongly Disagree" and 6 indicates "Strongly Agree".

The variables in this study were measured using several indicators developed by various researchers. Celebrity influencers were measured using indicators including business alignment, level of popularity, content quality, and influencer behavior. Brand credibility was measured using indicators including trust, reliability, and delivering on promises. Attitude towards the brand was measured using indicators including liking or disliking the product, satisfaction with the service, opinion, and intention to continue using the product. Attitude

towards brand credibility was measured using indicators including expertise and trustworthiness. Consumer purchase intention was measured using indicators described by including interest in seeking information, considering buying, interest in trying, wanting to know, and wanting to own the product.

Validity and reliability tests were conducted to ensure the instruments used in this study are accurate and consistent. The validity test used product moment correlation, where questionnaire items are considered valid if the sig. value is less than 0,05. The reliability test used Cronbach's Alpha with a value > 0,6 considered reliable. Data were analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM) with SmartPLS software. The measurement model or outer model was evaluated for validity and reliability, while the structural model or inner model was evaluated for collinearity tests, path coefficients, coefficient of determination (R-Square), and goodness of fit (Q-Square). Data analysis was performed using SmartPLS software, which allows simultaneous testing of the measurement and structural models.

Table 1. Demographic Variables

Demographic Variables	N	Percentage (%)
Respondents Familiar with Influencers	340	89,5
Respondents Who have Shopped Nadiraaa Hijab Products	310	81,6
Respondents Who Purchased Nadiraaa Hijab Products	290	76,3
Respondents Using Influencers for Brand Information	320	84,2
Respondents Using Social Media for Brand Information	330	86,8
Instagram	376	96,7
Youtube	133	34,2
Facebook	74	19
Twitter	61	15,7
Tiktok	88	22,6
Others	38	9,8
<1,000,000	30	7,7
1,001,000-2,000,000	57	14,7
2,001,000-3,000,000	188	48,3
3,001,000-4,000,000	63	16,2
4,001,000-5,000,000	32	8,2
>5,000,000	19	4,9

Source: Processed by The Author (2024)

Results of Convergent Validity Test

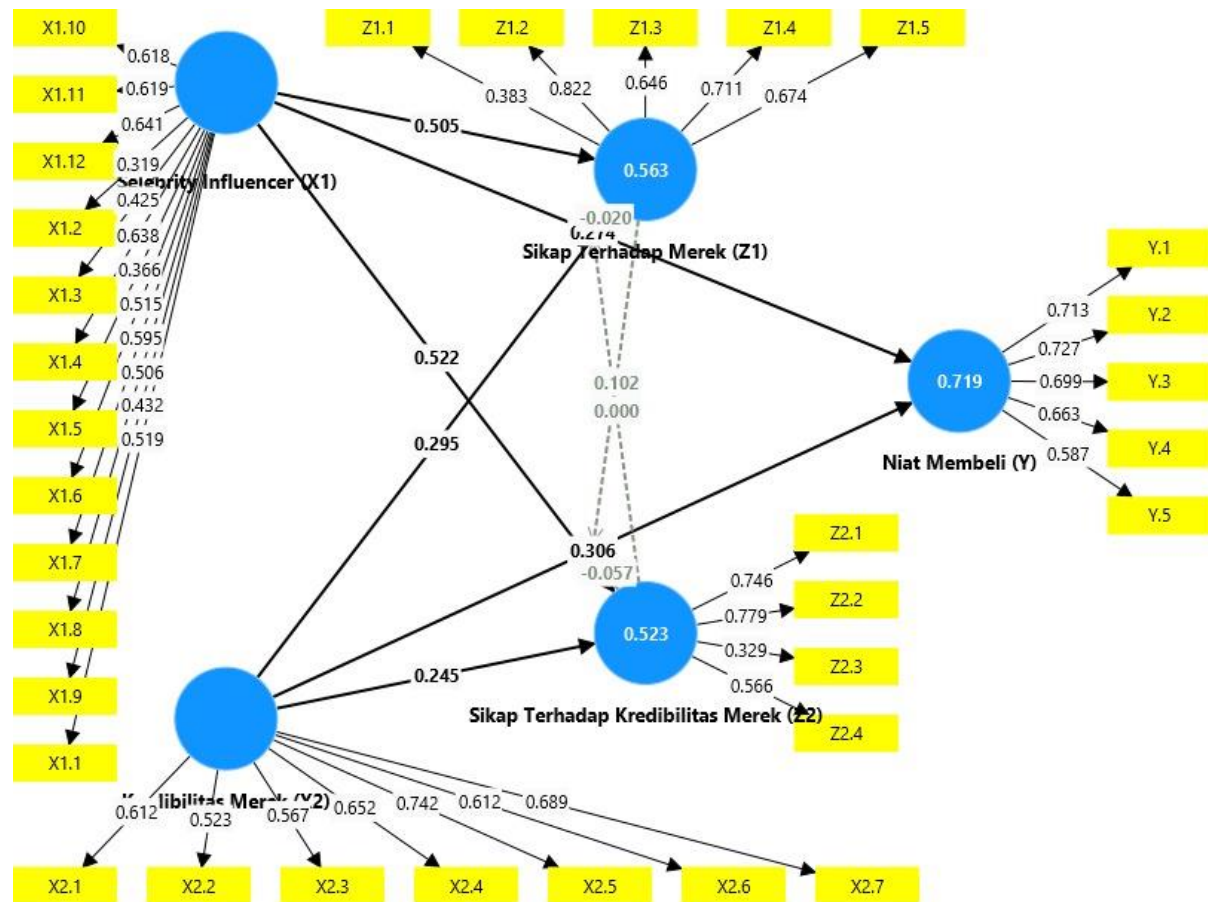


Figure 2. Results of Convergent Validity Test

Source: Processed by The Author (2024)

Tabel 2. Outer Loading for Convergent Validity Test

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
X1.10			0,618		
X1.11			0,619		
X1.12			0,641		
X1.2			0,319		
X1.3			0,425		
X1.4			0,638		
X1.5			0,366		
X1.6			0,515		
X1.7			0,595		
X1.8			0,506		
X1.9			0,432		
X2.1	0,612				

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
X2.2	0,523				
X2.3	0,567				
X2.4	0,652				
X2.5	0,742				
X2.6	0,612				
X2.7	0,689				
Y.1		0,713			
Y.2		0,727			
Y.3		0,699			
Y.4		0,663			
Y.5		0,587			
Z1.1					0,383
Z1.2					0,822
Z1.3					0,646
Z1.4					0,711
Z1.5					0,674
Z2.1				0,746	
Z2.2				0,779	
Z2.3				0,329	
Z2.4				0,566	
X1.1			0,519		

Source: Processed by The Author (2024)

Table 2 shows that many variable items meet the criteria of having a value greater than 0,50 (Hair *et al.*, 2019). However, there are some items that do not have a value above 0,50, rendering those specific statement items invalid. Therefore, the results of this study can be considered valid overall.

Results of Discriminant Validity Test

The discriminant validity test parameters are based on the square root of the Average Variance Extracted (AVE) and the Heterotrait-Monotrait Ratio (HTMT) values. The Fornell-Larcker Criterion results are shown in Table 3 below:

Table 3. Fornell-Larcker Criterion for Discriminant Validity Test

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
Brand Credibility (X ₂)					
Purchase Intention (Y)	1,007				

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
Celebrity Influencer (X ₁)	0,969	1,015			
Attitude Toward Brand Credibility (Z ₂)	1,048	1,160	1,140		
Brand Attitude (Z ₁)	0,942	1,050	0,994	1,201	

Source: Processed by The Author (2024)

The table above shows the square root AVE values in the Fornell-Larcker Criterion. The square root AVE values for each variable are greater than the values of the variables below them. This indicates good results based on the measurement criteria (Fornell and Larcker, 1981).

Table 4. AVE Values Measurement Results

Variable	Average Variance Extracted (AVE)
Celebrity Influencer	0,278
Brand Credibility	0,399
Brand Attitude	0,440
Attitude Toward Brand Credibility	0,398
Purchase Intention	0,462

Source: Processed by The Author (2024)

The AVE measurement results in Table 4, show that all variables in this study meet the criterion value of 0,50 (Hair *et al.*, 2019). This indicates that the AVE test results demonstrate that all variables are valid. Next, the discriminant validity test based on the Heterotrait-Monotrait Ratio (HTMT) parameter is shown in Table 5 below:

Table 5. Heterotrait-Monotrait Ratio (HTMT) Test Results

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
Brand Credibility (X ₂)					
Purchase Intention (Y)	1,007				
Celebrity Influencer (X ₁)	0,969	1,015			
Attitude Toward Brand	1,048	1,160	1,140		

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
Credibility (Z ₂)					
Brand Attitude (Z ₁)	0,942	1,050	0,994	1,201	

Source: Processed by The Author (2024)

Based on Table 5, the HTMT values for each variable are above 0,85 (Henseler, Ringle and Sarstedt, 2015). These HTMT test results indicate that the HTMT values of all variables meet the criteria, which are above 0,85. Therefore, this testing result is accepted. Thus, all variables in this study can be considered discriminantly valid.

Table 6. Reability Variable Test Result

Variable	Cronbach Alpha	Composite Reliability (CR)
Brand Credibility (X ₂)	0,746	0,757
Purchase Intention (Y)	0,709	0,716
Celebrity Influencer (X ₁)	0,755	0,775
Attitude Toward Brand Credibility (Z ₂)	0,472	0,545
Brand Attitude (Z ₁)	0,666	0,711

Source: Processed by The Author (2024)

Structural Model Testing

Structural model testing is conducted using collinearity tests, path coefficient tests, determination coefficient tests, and Q-Square tests. The bootstrapping results for the structural model testing can be seen in Figure 3 below.

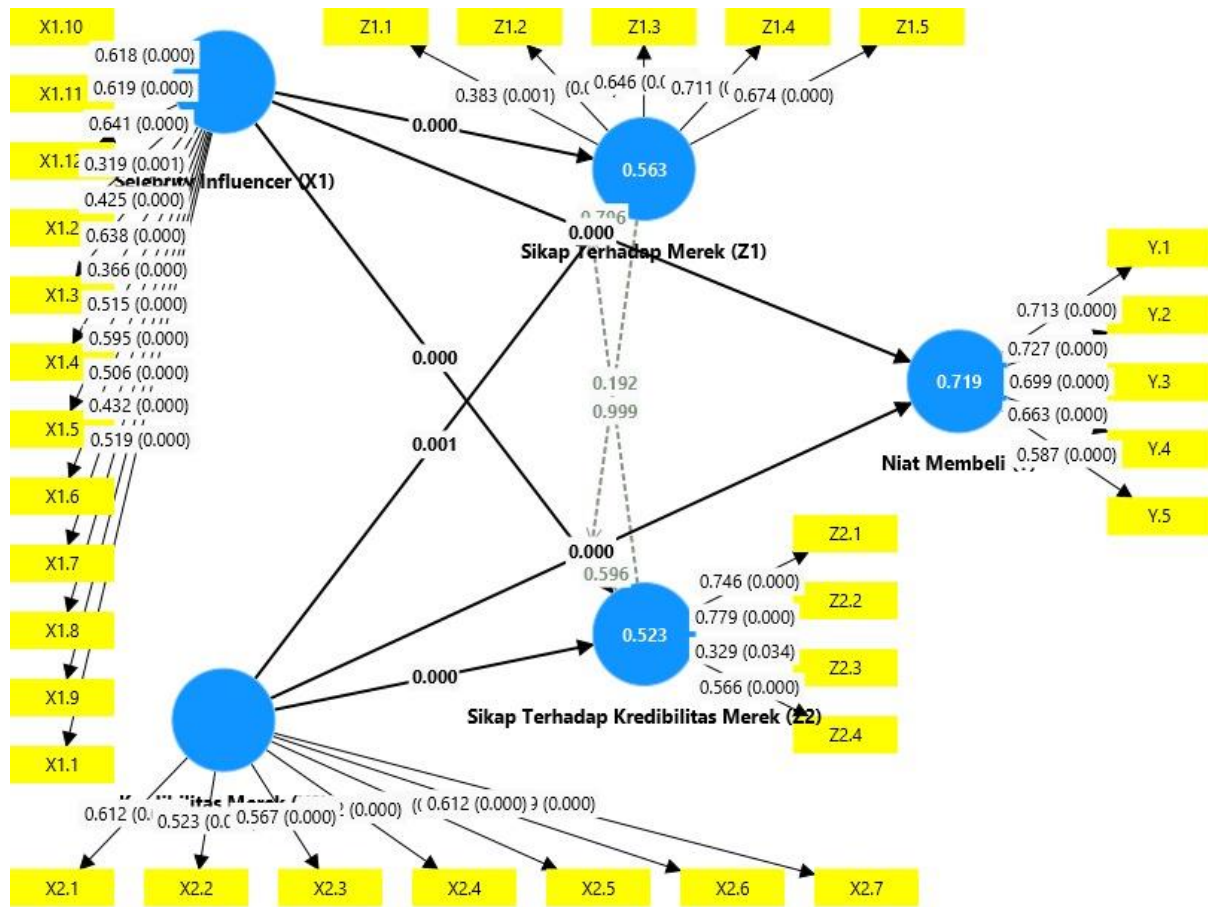


Figure 3. Bootstrapping Results for Structural Model Testing

Source: Processed by The Author (2024)

Collinearity Test Results

The collinearity test is based on the Variance Inflation Factor (VIF) values (Hair *et al.*, 2021). The collinearity test results can be seen in Table 7 below.

Table 7. Collinearity Test Results

	Brand Credibility (X ₂)	Purchase Intention (Y)	Celebrity Influencer (X ₁)	Attitude Toward Brand Credibility (Z ₂)	Brand Attitude (Z ₁)
Brand Credibility (X ₂)		1,000		1,000	1,000
Purchase Intention (Y)			1,000	1,000	1,000
Celebrity Influencer (X ₁)				1,000	1,000
Attitude Toward Brand Credibility (Z ₂)					1,000
Brand Attitude (Z ₁)					

Source: Processed by The Author (2024)

Based on Table 7, the collinearity test findings in this study show no significant multicollinearity issues. This is evident as the Variance Inflation Factor (VIF) values for all

variables do not exceed 5 ($VIF < 5$). In fact, all recorded VIF values are well below 3, indicating that the test results are far from critical multicollinearity issues. Thus, these findings confirm that there is no problematic multicollinearity among the research variables. Determination Coefficient Test Results (R-Square). The determination coefficient test uses R-Square, which reflects the extent to which independent variables can explain the variation in the related variable. The determination coefficient test results can be seen in Table 8 below.

Table 8. Determination Coefficient Test Results (R-Square)

Variable	R-Square	R-Square Adjusted
Purchase Intention (Y)	0,719	0,735
Attitude Toward Brand Credibility (Z_2)	0,523	0,531
Brand Attitude (Z_1)	0,563	0,572

Source: Processed by The Author (2024)

Table 8 explains the results of the determination coefficient test using R-Square, indicating that the endogenous variables in this study are well explained by the exogenous variables. This is demonstrated by the R-Square values for the three endogenous variables exceeding 0,330, placing them in the moderate category ($0,33 < R^2 < 0,67$).

1. The R-Square value for the Purchase Intention (Y) variable is 0,719, indicating that this variable can be explained by the independent variables in this study by 71,9%. This means that there are 28,1% other factors outside this study that can explain the Purchase Intention variable.
2. The R-Square value for the Attitude Towards Brand Credibility (Z_2) variable is 0,523, indicating that this variable can be influenced by the exogenous variables in this study by 52,3%. In other words, the Attitude Towards Brand Credibility variable can be influenced by 47,7% other factors outside this study.
3. The R-Square value for the Attitude Towards the Brand (Z_1) variable is 0,563, indicating that this variable can be explained by the exogenous variables in this study by 56,3%. This means that there are 43,7% other factors outside this study that can explain the Attitude Towards the Brand variable.

Q-Square Test Results

The Q-Square test is used to determine the predictive relevance of the endogenous constructs predicted by the influencing constructs. The Q-Square test results can be seen in Table 9 below.

Table 9. Q-Square Test Results

Variables	Q-Square Predict
Purchase Intention (Y)	0,607
Attitude Toward Brand Credibility (Z_2)	0,525
Brand Attitude (Z_1)	0,467

Source: Processed by The Author (2024)

Based on Table 9, the Q-Square test results show that all endogenous variables, including Purchase Intention (Y), Attitude Towards Brand Credibility (Z_2), and Attitude Towards the Brand (Z_1), have Q^2 values greater than zero ($Q^2 \geq 0$). This means that all these endogenous variables are considered predictive.

1. The Purchase Intention (Y) variable has a Q^2 value of 0,607, indicating that this variable is predicted by the exogenous variables in this study by 60,7%. In other words, 60,7% of the

variability in Purchase Intention can be explained by this model, while the remaining 39,3% is influenced by other factors outside this study.

2. The Attitude Towards Brand Credibility (Z_2) variable has a Q^2 value of 0,525, indicating that this variable is anticipated by the exogenous variables by 52,5%. This means that 52,5% of the variability in attitude towards brand credibility can be explained by this model, while 47,5% is influenced by other factors outside this study.
3. The Attitude Towards the Brand (Z_1) variable has a Q^2 value of 0,467, indicating that this variable is predicted by the exogenous variables in this study by 46,7%. This means that 46,7% of the variability in attitude towards the brand can be explained by the model, while 53,3% is influenced by other factors outside this study.

Path Coefficient Results

The path coefficient test results indicate the direction of the relationship between variables, shown by the β values and the hypothesis testing results. The direction of the relationship between variables is considered positive or negative depending on the hypothesized orientation of the variables and the comparison with the path coefficient values, which range from -1 to +1. Additionally, hypothesis testing involves considering a T-statistic value greater than 1,96 (T-statistic > 1,96). A hypothesis is deemed significant if the P-value is less than 0,05 (P-value < 0,05). The hypothesis testing results of this study can be seen in Table 10 below.

Table 10. Hypothesis Testing Results

	β	T-statistic	P-value
Celebrity Influencer (X_1) on Brand Attitude (Z_1)	0,505	5,895	0,000
Celebrity Influencer (X_1) on Attitude Toward Brand Credibility (Z_2)	0,522	8,508	0,000
Brand Credibility (X_2) on Brand Attitude (Z_1)	0,295	3,185	0,001
Brand Credibility (X_2) on Attitude Toward Brand Credibility (Z_2)	0,245	3,684	0,000
Brand Attitude (Z_1) on Purchase Intention (Y)	0,306	4,128	0,000
Attitude Toward Brand Credibility (Z_2) on Purchase Intention (Y)	0,274	4,431	0,000
Brand Attitude (Z_1) x Celebrity Influencer (X_1) on Purchase Intention (Y)	0,102	1,304	0,192
Brand Attitude (Z_1) x Brand Credibility (X_2) on Purchase Intention (Y)	0,000	0,001	0,999
Attitude Toward Brand Credibility (Z_2) x Celebrity Influencer (X_1) on Purchase Intention (Y)	-0,020	0,259	0,796
Attitude Toward Brand Credibility (Z_2) x Brand Credibility (X_2) on Purchase Intention (Y)	-0,057	0,530	0,596

Source: Processed by The Author (2024)

Next, the hypothesis testing results in Table 10 show that most directly related hypotheses are accepted and significant. Additionally, the direction of the relationships in all

hypotheses is positive, with β values greater than zero. The explanations of the hypothesis testing results for variable relationships are as follows:

1. This hypothesis is accepted and significant with a T-statistic of 5,895 (greater than 1,96) and P-value of 0,000 (less than 0,05). This indicates that celebrity influencers have a positive and significant effect on brand attitude. The coefficient (β) of 0,505 shows that an increase in the effectiveness of celebrity influencers will improve consumer attitudes towards the brand.
2. This hypothesis is also accepted and significant with a T-statistic of 8,508 (greater than 1,96) and P-value of 0,000 (less than 0,05). This indicates that celebrity influencers have a positive and significant effect on brand credibility attitude. The coefficient (β) of 0,522 demonstrates a strong impact of celebrity influencers in shaping the perception of brand credibility in the eyes of consumers.
3. This hypothesis is accepted and significant with a T-statistic of 3,185 (greater than 1,96) and P-value of 0,001 (less than 0,05). This indicates that brand credibility has a positive and significant effect on brand attitude, with a coefficient (β) of 0,295.
4. This result is also accepted and significant with a T-statistic of 3,684 (greater than 1,96) and P-value of 0,000 (less than 0,05). Brand credibility positively and significantly affects brand credibility attitude, with a coefficient (β) of 0,245, indicating that an increase in brand credibility will strengthen consumer attitudes towards the brand's credibility.
5. This hypothesis is accepted and significant with a T-statistic of 4,128 (greater than 1,96) and P-value of 0,000 (less than 0,05). This states that brand attitude has a positive and significant effect on purchase intention, with a coefficient (β) of 0,306. This means that the more positive the consumer's attitude towards the brand, the higher their intention to purchase products from that brand.
6. This hypothesis is accepted and significant with a T-statistic of 4,431 (greater than 1,96) and P-value of 0,000 (less than 0,05). This shows that brand credibility attitude positively and significantly affects purchase intention, with a coefficient (β) of 0,274.
7. This hypothesis is not significant with a T-statistic of 1,304 (less than 1,96) and P-value of 0,192 (greater than 0,05). This indicates that the interaction between brand attitude and celebrity influencer does not significantly affect Purchase Intention, with a coefficient (β) of 0,102.
8. This hypothesis is also not significant with a T-statistic of 0,001 (less than 1,96) and P-value of 0,999 (greater than 0,05). The interaction between brand attitude and brand credibility does not significantly affect purchase intention, with a coefficient (β) of 0,000.
9. This hypothesis is not significant with a T-statistic of 0,259 (less than 1,96) and P-value of 0,796 (greater than 0,05). This indicates that the interaction between brand credibility attitude and celebrity influencer does not significantly affect Purchase Intention, with a coefficient (β) of -0,020.
10. This hypothesis is not significant with a T-statistic of 0,530 (less than 1,96) and P-value of 0,596 (greater than 0,05). The interaction between brand credibility attitude and brand credibility does not significantly affect purchase intention, with a coefficient (β) of -0,057.

Discussion

Impact of celebrity influencers on brand attitude analysis shows that celebrity influencers have a positive and significant effect on brand attitude, with T-statistic 5,895 and P-value 0, 000. Putri and Roostika (2022) finds that the trustworthiness, expertise, and attractiveness of a celebrity endorser have a positive and significant effect on brand attitude and purchase intention. This shows that the better the trustworthiness, expertise, and attractiveness of a

celebrity endorser, the better the consumer's positive attitude towards the brand (brand credibility). Using celebrities in marketing strategies can strengthen consumer perceptions and increase brand loyalty.

Impact of celebrity influencers on brand credibility attitude celebrity influencers also significantly impact brand credibility attitude, with T-statistic 8,508 and P-value 0,000. This aligns with Knoll (2016), who found that celebrities can enhance brand credibility through positive associations. Consumers tend to trust brands endorsed by celebrities they admire. Putri and Roostika (2022) also shows that celebrities strongly support brand credibility, making them effective in building a strong brand reputation.

Impact of brand credibility on brand attitude brand credibility positively and significantly affects brand attitude, with T-statistic 3,185 and P-value 0,001. Kotler and Armstrong (2019) found that brand credibility significantly influences positive brand attitudes. credible brands tend to foster more positive and loyal consumer attitudes. Impact of brand credibility on brand credibility attitude brand credibility significantly affects brand credibility attitude with T-statistic 3,684 and P-value = 0,000. Kotler and Armstrong (2018) support this, indicating that credible brands enhance consumer attitudes and reduce uncertainty, thus strengthening positive perceptions.

Impact of brand attitude on purchase intention brand attitude has a positive and significant effect on purchase intention, with T-statistic 4,128 and P-value 0.000. Haque, Su and Iqbal (2022), shows that a positive brand attitude increases purchase intention. Research by Purwianti and Niawati (2022) also finds a similar thing that brand attitude has a positive significant effect on purchase intention. Impact of brand credibility attitude on purchase intention brand credibility attitude positively and significantly affects purchase intention, with T-statistic 4,431 and P-value 0,000. Atta *et al.* (2024) find that strong brand credibility have a significant and positive influence on the consumer purchase intention.

Interaction between brand attitude x celebrity influencer on purchase intention the interaction between brand attitude and celebrity influencer does not significantly impact purchase intention, with T-statistic 1,304 and P-value 0,192. Foroudi (2019) suggest that while individual effects may be present, the combination of both does not significantly enhance purchase intention. Interaction between brand attitude x brand credibility on purchase intention. The combination of brand attitude and brand credibility does not significantly affect purchase intention, with T-statistic 0,001 and P-value 0,999. Regina and Anindita (2022) highlight that good credibility will improve the brand's attitude, but does not increase a consumer's buying intentions.

Interaction between brand credibility attitude x celebrity influencer on purchase intention. The interaction between brand credibility attitude and celebrity influencer does not significantly affect purchase intention, with T-statistic 0,259 and P-value 0,796. Andryani and Salim (2024) found that brand credibility has no significant effect on purchase intent and celebrity endorsements have no significant effect on brand image. Interaction between brand credibility attitude x brand credibility on purchase intention. The interaction between brand credibility attitude and brand credibility does not significantly affect purchase intention, with T-statistic 0,530 and P-value 0,596. Lavuri *et al.* (2022) indicate that other factors like perceived value and product quality may be more influential in determining purchase intention.

CONCLUSION

The study concludes that celebrity influencers and brand credibility have a significant impact on purchase intention, with attitude towards brand and attitude towards brand credibility acting as mediators. Celebrity influencers effectively enhance consumers' perceptions of both the

brand and its credibility. Similarly, brand credibility plays a crucial role in shaping positive consumer attitudes. Both brand attitude and brand credibility significantly influence purchase intention, indicating that consumers' positive attitudes towards the brand and its credibility are key factors in their buying decisions. However, interactions between celebrity influencers, brand credibility, and attitude towards the brand do not significantly affect purchase intention when combined, suggesting that while these elements are individually important, their joint influence may not strongly drive purchase decisions.

REFERENCE

- AlFarraj, O. *et al.* (2021) 'Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry', *Review of International Business and Strategy*, 31(3), pp. 355–374. Available at: <https://doi.org/10.1108/RIBS-07-2020-0089>.
- Andryani, P. and Salim, L. (2024) 'Celebrity Endorsement Role, Brand Image, and Brand Credibility Influence Purchase Intention', *Eduvest - Journal of Universal Studies*, 4(6), pp. 4818–4833. Available at: <https://eduvest.greenvest.co.id/index.php/edv/article/download/1189/2248/10216>.
- Arachchi, H.A.D.M. and Samarasinghe, G.D. (2023) 'Influence of corporate social responsibility and brand attitude on purchase intention', *Spanish Journal of Marketing - ESIC*, 27(3), pp. 389–406. Available at: <https://www.emerald.com/insight/content/doi/10.1108/SJME-12-2021-0224/full/html>.
- Atta, H. *et al.* (2024) 'The influence of endorser credibility and brand credibility on consumer purchase intentions: Exploring mediating mechanisms in the local apparel sector', *Cogent Business & Management*, 11(1), pp. 1–16. Available at: <https://www.tandfonline.com/doi/full/10.1080/23311975.2024.2351119#abstract>.
- Aw, E.C.-X. and Labrecque, L.I. (2020) 'Celebrity endorsement in social media contexts: understanding the role of parasocial interactions and the need to belong', *Journal of Consumer Marketing*, 37(7), pp. 895–908. Available at: <https://www.emerald.com/insight/content/doi/10.1108/JCM-10-2019-3474/full/html>.
- Babin, B.J. *et al.* (2021) 'The effectiveness of brand placements: A meta-analytic synthesis', *International Journal of Research in Marketing*, 38(4), pp. 1017–1033. Available at: <https://www.sciencedirect.com/science/article/pii/S0167811621000185>.
- Childers, C.C., Lemon, L.L. and Hoy, M.G. (2019) 'Agency Perspective on Influencer Marketing Campaigns', *Journal of Current Issues & Research in Advertising*, 40(3), pp. 258–274. Available at: <https://www.tandfonline.com/doi/full/10.1080/10641734.2018.1521113>.
- Fishbein, M. and Ajzen, I. (1975) *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Boston: Addison-Wesley Publishing Company.
- Fornell, C. and Larcker, D.F. (1981) 'Evaluating Structural Equation Models with Unobservable Variables and Measurement Error', *Journal of Marketing Research*, 18(1), pp. 39–50. Available at: <https://doi.org/10.2307/3151312>.
- Foroudi, P. (2019) 'Influence of Brand Signature, Brand Awareness, Brand Attitude, Brand Reputation on Hotel Industry's Brand Performance', *International Journal of Hospitality Management*, 76, pp. 271–285. Available at: <https://www.sciencedirect.com/science/article/pii/S0278431917308411>.

- Gretzel, U. (2018) 'Tourism and Social Media', in *Sage Handbook of Tourism Management*. New York: SAGE Publications, pp. 415–432.
- Hair, J.F. *et al.* (2019) 'When to use and how to report the results of PLS-SEM', *European Business Review*, 31(1), pp. 2–24. Available at: <https://doi.org/10.1108/EBR-11-2018-0203>.
- Hair, J.F. *et al.* (2021) 'Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R', in *An Introduction to Structural Equation Modeling*. Cham: Springer International Publishing, pp. 1–29. Available at: https://link.springer.com/chapter/10.1007/978-3-030-80519-7_1.
- Haque, F., Su, J. and Iqbal, M.A. (2022) 'Impact of Adopting CSR by Fashion Brands on Consumers' Purchase Intention through a Mediating Role of Corporate Brand Credibility and Reputation', in *International Textile and Apparel Association Annual Conference Proceedings*, pp. 1–3. Available at: <https://www.iastatedigitalpress.com/itaa/article/id/16034/>.
- Henseler, J., Ringle, C.M. and Sarstedt, M. (2015) 'A new criterion for assessing discriminant validity in variance-based structural equation modeling', *Journal of the Academy of Marketing Science*, 43(1), pp. 115–135. Available at: <https://link.springer.com/article/10.1007/s11747-014-0403-8>.
- Hootsuite (2022) *2022 Digital Trends Report*. Available at: <https://www.hootsuite.com/resources/digital-trends> (Accessed: 22 October 2024).
- Kim, J.-H. and Song, H. (2020) 'The influence of perceived credibility on purchase intention via competence and authenticity', *International Journal of Hospitality Management*, 90, p. 102617. Available at: <https://www.sciencedirect.com/science/article/pii/S0278431920301699>.
- Knoll (2016) *Knoll at NeoCon 2016 Welcome to Rockwell Unscripted™, Say Hello to HiLo™*. Available at: <https://www.knoll.com/design-plan/resources/knoll-at-neocon-2016> (Accessed: 22 October 2024).
- Kotler, P. and Armstrong, G. (2018) *Prinsip-prinsip Marketing*. 7th edn. Jakarta: Salemba Empat.
- Kotler, P. and Armstrong, G. (2019) *Principles of Marketing*. 14th edn. Jakarta: Prentice Hall.
- Lavuri, R. *et al.* (2022) 'Green factors stimulating the purchase intention of innovative luxury organic beauty products: Implications for sustainable development', *Journal of Environmental Management*, 301, p. 113899. Available at: <https://www.sciencedirect.com/science/article/pii/S0301479721019617>.
- Lee, S. and Kim, E. (2020) 'Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post', *Journal of Global Fashion Marketing*, 11(3), pp. 232–249. Available at: <https://www.tandfonline.com/doi/full/10.1080/20932685.2020.1752766>.
- Liu, X. and Zheng, X. (2024) 'The persuasive power of social media influencers in brand credibility and purchase intention', *Humanities and Social Sciences Communications*, 11(15), pp. 1–12. Available at: <https://www.nature.com/articles/s41599-023-02512-1>.
- Martín-Consuegra, D. *et al.* (2018) 'Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model', *Journal of Global Fashion Marketing*, 9(3), pp. 237–251. Available at:

- <https://www.tandfonline.com/doi/full/10.1080/20932685.2018.1461020>.
- Osei-Frimpong, K., Donkor, G. and Owusu-Frimpong, N. (2019) 'The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective', *Journal of Marketing Theory and Practice*, 27(1), pp. 103–121. Available at: <https://www.tandfonline.com/doi/full/10.1080/10696679.2018.1534070>.
- Pratiwi, A.A.S.D. and Suasana, I.G.A.K.G. (2019) 'PERAN KREDIBILITAS MEREK MEMEDIASI PENGARUH KREDIBILITAS ENDORSER TERHADAP EKUITAS MEREK', *E-Jurnal Manajemen*, 8(1), pp. 7312–7339. Available at: <https://ojs.unud.ac.id/index.php/Manajemen/article/view/41725>.
- Purwianti, L. and Niawati (2022) 'Analysis of e-WOM, Brand Attitude, Brand Image on Purchase Intention', *SEIKO : Journal of Management & Business*, 5(1), pp. 356–366. Available at: <https://journal.stieamkop.ac.id/index.php/seiko/article/view/1664>.
- Putri, R. and Roostika, R. (2022) 'The role of celebrity endorser toward brand attitude and purchase intention: A study from Indonesia', *International Journal of Research in Business and Social Science*, 10(8), pp. 68–75. Available at: <https://www.ssbfnct.com/ojs/index.php/ijrbs/article/view/1489>.
- Rahmah, F.N. and Arafah, W. (2023) 'THE INFLUENCE OF CELEBRITY ENDORSE, BRAND CREDIBILITY AND PROMOTION ON PURCHASE INTENTION', *Business, Economics and Entrepreneurship*, 5(1), pp. 89–101. Available at: <https://journal.shantibhuana.ac.id/index.php/bee/article/view/589>.
- Regina and Anindita, R. (2022) 'Pengaruh Daya Tarik, Kredibilitas dan Sikap Merek terhadap Niat Beli Konsumen pada Produk Skincare', *Target : Jurnal Manajemen Bisnis*, 4(1), pp. 11–20. Available at: <https://journal.universitasbumigora.ac.id/index.php/target/article/view/1903/1014>.
- Roscoe, J.T. (1975) *Fundamental research statistics for the behavioural sciences*. 2nd edn. New York: Holt Rinehart & Winston.
- Tantawi, P. and Sadek, H. (2019) 'The impact of celebrity endorsement in cause related marketing campaigns on audiences' behavioral intentions: Egypt case', *International Review on Public and Nonprofit Marketing*, 16, pp. 293–311. Available at: <https://link.springer.com/article/10.1007/s12208-019-00231-5>.
- Zhang, C. and Laroche, M. (2020) 'Brand hate: a multidimensional construct', *Journal of Product & Brand Management*, 30(3), pp. 392–414. Available at: <https://doi.org/10.1108/JPBM-11-2018-2103>.