

## The Influence of Raffi Ahmad's Celebrity Endorsement on Purchase Intention Through Social Media with Brand Image as Mediator and Negative Publicity as Moderation

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INFORMASI ARTIKEL	ABSTRACT
<p>Section Research articles</p> <hr/> <p>Article History Article Submitted: 03/08/2024 Accepted: 05/08/2024 Available online: 08/08/2024</p> <hr/> <p>Keywords celebrity endorsement brand image negative publicity purchase intention</p>	<p>The aim of this research is to examine the influence of celebrity endorsement with the dimensions of likeability, similarity, attractiveness, expertise and trustworthiness so that it can increase purchase intention through social media with brand image as mediation, and negative publicity as moderation. The research method uses a quantitative approach by distributing questionnaires to 180 social media user respondents in Indonesia who know celebrity endorser Raffi Ahmad. Data analysis was carried out using PLS-SEM with SmartPLS 4.1.0.4 software. The results of the study stated that celebrity endorsement with the dimensions of likeability, similarity, attractiveness, expertise and trustworthiness had a positive and significant effect on brand image and purchase intention. On the other hand, the mediating brand image does not have a positive and significant effect on purchase intention. The research results also state that negative publicity as a moderator of celebrity endorsement has a positive and significant effect on purchase intentions.</p>

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### INTRODUCTION

An important advertising strategy used worldwide is celebrity endorsement. Celebrity endorsement has become one of the most significant research domains in the marketing discipline (Wang and Liu, 2023). Advertising practitioners use celebrity endorsement in the hope.



that this technique can break through advertising noise, increase brand recall, improve positive attitudes towards advertising and brands, and increase sales. Now that TV has surrendered some of its media power to digital media, celebrity endorsement has begun to penetrate social media. According to the opinion of Aw and Labrecque (2020), the rise of social media has had an impact on the relationship between consumers and celebrities, as well as the nature of celebrity endorsement. Through social media, consumers can develop stronger bonds with celebrities, because the ability and frequency of celebrities to interact with their fans has increased dramatically. Reported from Slice.id (2024), most social media users in Indonesia also use this platform to search for detailed product information. The main source of information for the Indonesian people is social media which is an important factor that cannot be ignored in digital marketing.

Celebrities use many ways to connect and interact with their fans through social media. Thanks to social media, consumers can develop close relationships with celebrities and stay up to date with their favorite celebrities' personal events. The trend of celebrities and fans using social media to build reciprocal relationships empowers social media as a marketing tool. An example is Raffi Ahmad, a professional artist who can earn 100 million rupiah for one post on social media in an endorsement contract (TribunLampung.co.id, 2024). From several sources from social media, Raffi Ahmad has been endorsed by several products, for example from food products there are Mie Lemonilo, Sari Roti, Burger King, from fashion products there is Erigo Apparel, from skincare products there is MS Glow, from beverage products there are Le Minerale, Flimeal, Kopi Kapal Api, from medicinal products there is Oskadon, and there are still many other products endorsed by Raffi Ahmad.

This study is based on the social influence theory (SIT). According to Haryono and Brahmana (2015), social influence theory is how someone influences others to make decisions. When a person's thoughts, feelings, and actions are influenced by others, it is called social influence. This theory studies how someone in a particular social life shows behavioral patterns that are influenced by others. Social influence theory is an approach used by groups or individuals so that others are influenced to use goods or services through communicated messages. According to Osei-Frimpong, Donkor and Owusu-Frimpong (2019), social influence can be classified into two categories namely informational and normative. When an individual changes their behavior to be more correct and careful based on information about things that happen in society, such as following trends in clothing or beauty and skincare products, this is called informational social influence. However, normative social influence is how an individual changes their way of thinking, behaving, and values to be accepted and liked by members of their group. In promotional studies involving celebrity endorsers, social influence theory is often used. This theory focuses on how information conveyed through social media can influence a person's behavior.

According to Chan, Leung Ng and Luk (2013), previous studies have shown that celebrities in advertisements are considered attractive and expressive, and have the potential to influence brand image. The use of celebrities in advertisements will increase product sales. Meanwhile, according to Saeed and Bhatia (2014), a celebrity with high popularity is very important because when a very popular celebrity advertises a product, it has a big impact on consumer perception and can affect the image of a brand. Previous studies have shown that the use of celebrity endorsers is one effective approach to influencing the formation of a brand. However, will celebrities as endorsers always provide a good image or will they always have a positive effect on the brand image of a product when the celebrity endorser is involved in a case.

Research by Osei-Frimpong, Donkor and Owusu-Frimpong (2019) states that negative publicity is a controversy that arises around a celebrity endorser and questions their credibility

and trustworthiness. There are several examples in Ghana where celebrity endorsers have been in the news due to negative publicity. For example, a very popular Ghanaian actor was arrested and charged in court for defrauding several people under false pretenses. He was accused of extorting money from the affected people under the pretext of helping them obtain visas for traveling abroad but was unable to meet the needs. After further interrogation, the local movie star later admitted to his crime and returned the money to the victims. However, after the scandal, he continued his partnership with “House Party Computers” and “Cho Cho Cream” as a brand ambassador. His commercials continued to air on TV as if nothing had happened, and the companies never issued any statements regarding the matter.

## **LITERATURE REVIEW & HYPOTHESIS**

### **The Influence of Celebrity Endorsement on Brand Image**

Research from Masato and Sopiah (2021) has identified that there is a positive relationship between celebrity endorsement and brand image, namely the better and more attractive the actor or public figure featured as a celebrity endorser, the greater the likelihood of increasing the brand image being promoted. A previous study conducted by Chan, Leung Ng and Luk (2013) found support for the hypothesis that featuring celebrity endorsers will strengthen brand image because it will be an opportunity for the product to be known by consumers.

*H<sub>1</sub>: Celebrity Endorsement Has a Positive Effect on Brand Image.*

### **The Influence of Brand Image on Purchase Intention**

Based on research from Mao *et al.* (2020) that brand image has a direct and positive effect on purchase intention. This means that consumer purchase intention is a function of their positive brand image. A previous study conducted by Liang and Lin (2018) found support for the hypothesis that consumers with high brand image involvement will be able to decide their intention to buy a product. According to research conducted by Lien *et al.* (2015) brand image is the main driver that positively influences purchase intention.

*H<sub>2</sub>: Brand Image Has a Positive Effect on Purchase Intention.*

### **The Influence of Celebrity Endorsement on Purchase Intention**

According to a study conducted by Örs and Alawadhi (2020), several hypotheses in their study were accepted (celebrity liking, celebrity expertise), which shows that celebrity endorsement has a major influence on consumer purchase intention. A previous study conducted by Gupta, Kishore and Verma (2015) found support for the hypothesis that conveys that trusted celebrities have a major influence on customer purchase intention.

*H<sub>3</sub>: Celebrity Endorsement Has a Positive Effect on Purchase Intention.*

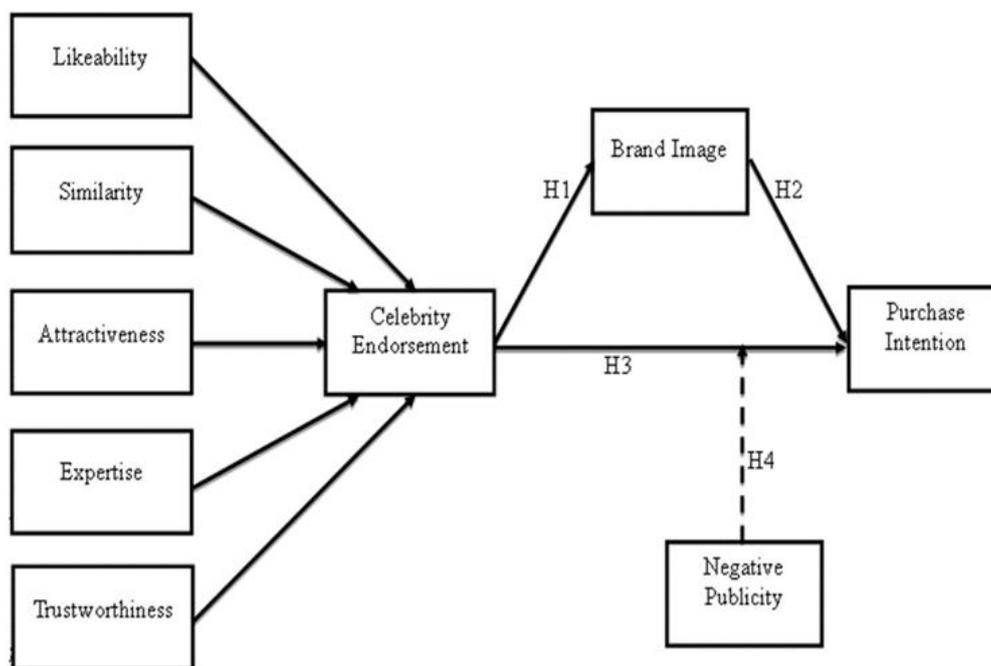
### **The moderating effect of Negative Publicity from Celebrity Endorsement on Purchase Intention**

Based on research from Agustina, Suryandari and Kirana (2022) shows that a celebrity's negative publicity does not affect the relationship between celebrity endorsement and purchase intention. Although these results are very different from previous theories which show that negative publicity can affect the interaction between celebrity endorsement and purchase intention. A study conducted by Osei-Frimpong, Donkor and Owusu-Frimpong (2019)

supports the results of the study because consumers tend to consider other factors when they are going to make a purchase such as experience in using a product or brand, reviews from other users, and personal preferences regarding products or brands endorsed by celebrities.

In addition, from a cultural perspective, consumers are more empathetic to endorsers. In essence, when an endorser experiences negative publicity, then the person introspects and apologizes and does not repeat the mistakes that have occurred, the negative image of the celebrity gradually disappears. Furthermore, negative information about celebrities is interpreted in the same way, and in accordance with consumer prejudices against the brand advertised by the celebrity. So that positive information will also be distorted which can influence consumer emotions to become more attached to the celebrity who supports the brand (Kowalczyk and Royne, 2013).

**H<sub>4</sub>:** *Negative Publicity from Celebrity Endorsement Influences Purchase Intention.*



**Figure 1.** Research Model

Source: Adapted from Osei-Frimpong, Donkor and Owusu-Frimpong (2019)

## RESEARCH METHODS

This study uses quantitative research. According to a study conducted by Sinambela (2020), quantitative research is a type of research that processes data with numbers to produce structural information. Population refers to a general area that includes objects or subjects with specific characteristics that are relevant to be studied and evaluated to make conclusions. A sample is a portion of the population to be studied, it can also be considered a representative of the population and the results also represent all members of the population studied (Alwi, 2015). Thus, the sample in this study were social media users in Indonesia who knew celebrity endorser Raffi Ahmad. According to Firmansyah, Saepuloh and Dede (2022), to obtain a representative sample for research, researchers used convenience sampling techniques to collect data from the available population easily and practically. This approach is used so that

researchers can quickly and efficiently obtain representative samples in research (Taherdoost, 2016). A six-point Likert scale is used to determine the tendency of respondents' responses to questions to avoid bias.

Data collection contains short questions that are used to obtain answers that researchers can expect. In order to facilitate data distribution, researchers used an online distribution method using google forms. Data distribution using google forms makes it easier for respondents to answer questions sequentially and consistently. The distribution of questionnaires through various platforms such as WhatsApp, Facebook, Instagram, Telegram, and Line. The types of questions asked by researchers are divided into two, namely descriptive questions and variable questions. Descriptive questions are questions such as name, age, gender, last education, and occupation. While variable questions are questions created based on the variables used by researchers with the aim of proving the influence of celebrity endorsement variables with dimensions (likeability, similarity, attractiveness, expertise, and trustworthiness), brand image, negative publicity, and purchase intention presented in Table 1.

**Table 1.** Measurement Items

Variable	Indicator
Celebrity Likeability	CL <sub>1</sub> : I like Raffi Ahmad's behavior. CL <sub>2</sub> : I like Raffi Ahmad's appearance. CL <sub>3</sub> : I like Raffi Ahmad's voice. CL <sub>4</sub> : I like Raffi Ahmad's fashion style. CL <sub>5</sub> : Overall, I like Raffi Ahmad.
Celebrity Similarity	CS <sub>1</sub> : Raffi Ahmad and I have the same culture. CS <sub>2</sub> : Raffi Ahmad and I have the same lifestyle. CS <sub>3</sub> : Raffi Ahmad and I have the same interests. CS <sub>4</sub> : Raffi Ahmad and I have the same perspective. CS <sub>5</sub> : Raffi Ahmad and I have the same preferences.
Celebrity Attractiveness	CA <sub>1</sub> : Raffi Ahmad has a strong appeal. CA <sub>2</sub> : Raffi Ahmad has a handsome face. CA <sub>3</sub> : I am interested in Raffi Ahmad's fashion style. CA <sub>4</sub> : I am interested in Raffi Ahmad's appearance. CA <sub>5</sub> : I am interested in Raffi Ahmad's voice. CA <sub>6</sub> : I am interested in Raffi Ahmad's professional attitude.
Celebrity Expertise	CE <sub>1</sub> : Raffi Ahmad has a match with the brand he endorses. CE <sub>2</sub> : Raffi Ahmad is experienced in using the brand. CE <sub>3</sub> : Raffi Ahmad has high professional qualifications. CE <sub>4</sub> : Raffi Ahmad has mastered the brand.
Celebrity Trustworthiness	CT <sub>1</sub> : I believe in Raffi Ahmad's brand choice. CT <sub>2</sub> : I believe Raffi Ahmad is an honest person. CT <sub>3</sub> : I believe Raffi Ahmad is a sincere person. CT <sub>4</sub> : I believe Raffi Ahmad is a trustworthy person.
Brand Image	BI <sub>1</sub> : I easily remember the brands endorsed by Raffi Ahmad. BI <sub>2</sub> : I easily get products endorsed by Raffi Ahmad. BI <sub>3</sub> : The brands endorsed by Raffi Ahmad are unique. BI <sub>4</sub> : The products endorsed by Raffi Ahmad have good quality.
Negative Publicity	NP <sub>1</sub> : If Raffi Ahmad falls into a case, he cannot be trusted. NP <sub>2</sub> : If Raffi Ahmad falls into a case, he cannot be relied on.

Variable	Indicator
Purchase Intention	NP <sub>3</sub> : If Raffi Ahmad falls into a case, it can reduce the intention to buy the product.
	NP <sub>4</sub> : If Raffi Ahmad falls into a case, it will damage the brand image.
	PI <sub>1</sub> : I will look for more information about the product endorsed by Raffi Ahmad.
	PI <sub>2</sub> : I will try the product endorsed by Raffi Ahmad when I see it on my social media homepage.
	PI <sub>3</sub> : I will buy the product endorsed by Raffi Ahmad.
	PI <sub>4</sub> : Raffi Ahmad's appearance in the advertisement motivates me to buy this product.

Partial Least Square-Structural Equation Modeling (PLS-SEM) is a method that researchers use to analyze data. We use the PLS-SEM method on SmartPLS 4.1.0.4 software. Data testing consists of two stages, namely the outer model including (convergent validity test, discriminant validity test, and reliability test), and the inner model including (r-square test, q-square test, and hypothesis test).

## ANALYSIS RESULTS

### Descriptive Analysis

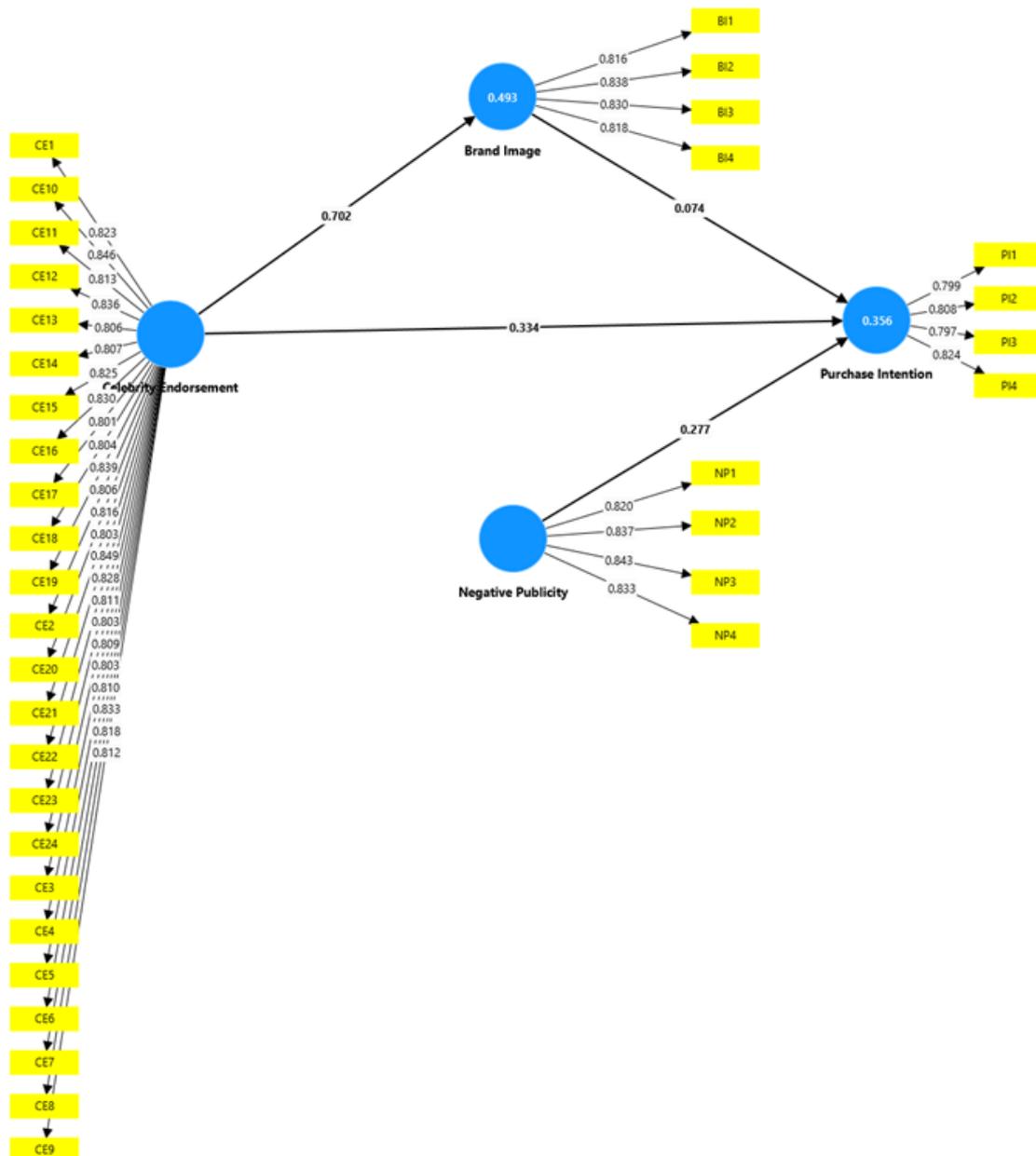
The questionnaire respondents produced findings that allowed us to summarize the characteristics of the respondents. Specifically, there were 96 male respondents, or 53.3% of the total respondents. There were 84 female respondents, accounting for 46,7% of the total. These findings indicate that male respondents are the majority. The survey results of respondents aged 12 to 17 years old amounted to 7 respondents or 3,9%; aged 18 to 23 years old amounted to 42 respondents or 23,3%; aged 24 to 30 years old amounted to 54 respondents or 30%; and aged 30 to 35 years old amounted to 77 respondents or 42,8%.

### Measurement Model Analysis (Outer Model)

#### Convergent Validity Test

Convergent validity test is evaluated using the loading factor, which is the correlation between item or component scores and construct scores. A high outer loading construct indicates that the related indicator has many similarities with the variable. An indicator is considered valid if the outer loadings value is more than 0,70. However, outer loadings values between 0,50-0,60 are still acceptable.

Therefore, this study sets a minimum outer loading value between 0,50-0,60, with a preference for values above 0,70 for better results. An indicator is considered valid if the AVE (Average Variance Extracted) value is above 0,5 or if all outer loadings from the variable dimensions have a loading value of more than 0,5, so it can be concluded that the measurement meets the convergent validity criteria. The results of the convergent validity test are presented in figure 2.



**Figure 2.** Convergent Validity Test Results

Source: Processed Primary Data (2024)

Based on the figure above, the convergent validity test data can be described in the form of outer loadings in table 2 as follows:

**Table 2.** Convergent Validity Test

	Brand Image	Celebrity Endorsement	Negative Publicity	Purchase Intention
BI1	0,816			
BI2	0,838			
BI3	0,830			
BI4	0,818			
CE1		0,823		
CE10		0,846		

	Brand Image	Celebrity Endorsement	Negative Publicity	Purchase Intention
CE11		0,813		
CE12		0,836		
CE13		0,806		
CE14		0,807		
CE15		0,825		
CE16		0,830		
CE17		0,801		
CE18		0,804		
CE19		0,839		
CE2		0,806		
CE20		0,816		
CE21		0,803		
CE22		0,849		
CE23		0,828		
CE24		0,811		
CE3		0,803		
CE4		0,809		
CE5		0,803		
CE6		0,810		
CE7		0,833		
CE8		0,818		
CE9		0,812		
NP1			0,820	
NP2			0,837	
NP3			0,843	
NP4			0,833	
PI1				0,799
PI2				0,808
PI3				0,797
PI4				0,824

Source: Primary Data Processed (2024)

Based on the table above, it can be concluded that all variables meet the minimum outer loadings value criteria  $> 0,70$  and are declared valid. Furthermore, table 3 shows the results of measuring the Average Variance Extracted (AVE) value.

**Table 1.** Average Variance Extracted

	Average variance extracted (AVE)
Brand Image	0,682
Celebrity Endorsement	0,669
Negative Publicity	0,695
Purchase Intention	0,651

Source: Processed Primary Data (2024)

Based on the table above, it can be concluded that all variables meet the minimum AVE value  $> 0,50$  and are declared valid.

### Discriminant Validity Test

Discriminant validity testing is based on the Fornell-Larcker Criterion, table 4 shows the measurement results based on the Fornell-Larcker Criterion.

**Table 2.** Fornell-Larcker Criterion

	Brand Image	Celebrity Endorsement	Negative Publicity	Purchase Intention
Brand Image	0,826			
Celebrity Endorsement	0,702	0,818		
Negative Publicity	0,524	0,574	0,834	
Purchase Intention	0,454	0,545	0,508	0,807

Source: Primary Data Processed (2024)

Based on the table above, it can be seen that the results of each variable have a greater value than the variable below it. For example, the value of the negative publicity variable 0,834 is greater than the value of the purchase intention variable 0,508 below it, which means that the variable is discriminantly valid. Likewise, the value of the brand image variable 0,826 is greater than the value of the celebrity endorsement variable 0,702 below it, which means that the variable is discriminantly valid.

### Reliability Test

Reliability testing in this study is based on cronbach's alpha and composite reliability values, table 5 shows the measurement results based on cronbach's alpha values.

**Table 3.** Cronbach's Alpha

	Cronbach's Alpha
Brand Image	0,844
Celebrity Endorsement	0,978
Negative Publicity	0,854
Purchase Intention	0,822

Source: Primary Data Processed (2024)

Based on the table above, it can be concluded that all variables meet the cronbach's alpha value  $\geq 0,60$  and are declared reliable. Furthermore, table 6 shows the measurement results based on composite reliability.

**Table 4.** Composite Reliability

	Composite Reliability
Brand Image	0,895
Celebrity Endorsement	0,980
Negative Publicity	0,901
Purchase Intention	0,882

Source: Processed Primary Data (2024)

Based on the table above, it can be concluded that all variables meet the composite reliability value  $\geq 0,60$  and are declared reliable.

**Structural Model Analysis (Inner Model)**

**R-Square Test**

**Table 5. R-Square Test**

	R-Square	R-Square Adjusted
Brand Image	0,493	0,491
Purchase Intention	0,356	0,346

Source: Primary Data Processed (2024)

Based on the table 7. above, it can be concluded that the brand image variable has an r-square value of 0,493, where the brand image variable gets a 49,3% influence from the celebrity endorsement variable. Meanwhile, the purchase intention variable has an r-square value of 0,356, where the purchase intention variable gets a 35,6% influence from the celebrity endorsement and negative publicity variables.

**Q-Square Test**

The goodness of fit (q-square) test is conducted to evaluate how well the model explains the relationship between the independent and dependent variables. Based on the research results, the q-square values are shown in table 8 as follows:

**Table 6. Q-Square Test**

	Q <sup>2</sup> Predict
BI1	0,313
BI2	0,274
BI3	0,364
BI4	0,360
PI1	0,172
PI2	0,184
PI3	0,219
PI4	0,282

Source: Primary Data Processed (2024)

Based on the results of the q-square test contained in the table above, it can be seen that the two endogenous variables, namely brand image and purchase intention, have a q<sup>2</sup> value greater than zero ( $q^2 \geq 0$ ). This shows that both endogenous variables have the ability to make predictions.

**Hypothesis Testing**

Based on the research results, the results of the path coefficient test are shown in table 9 & figure 3 as follows:

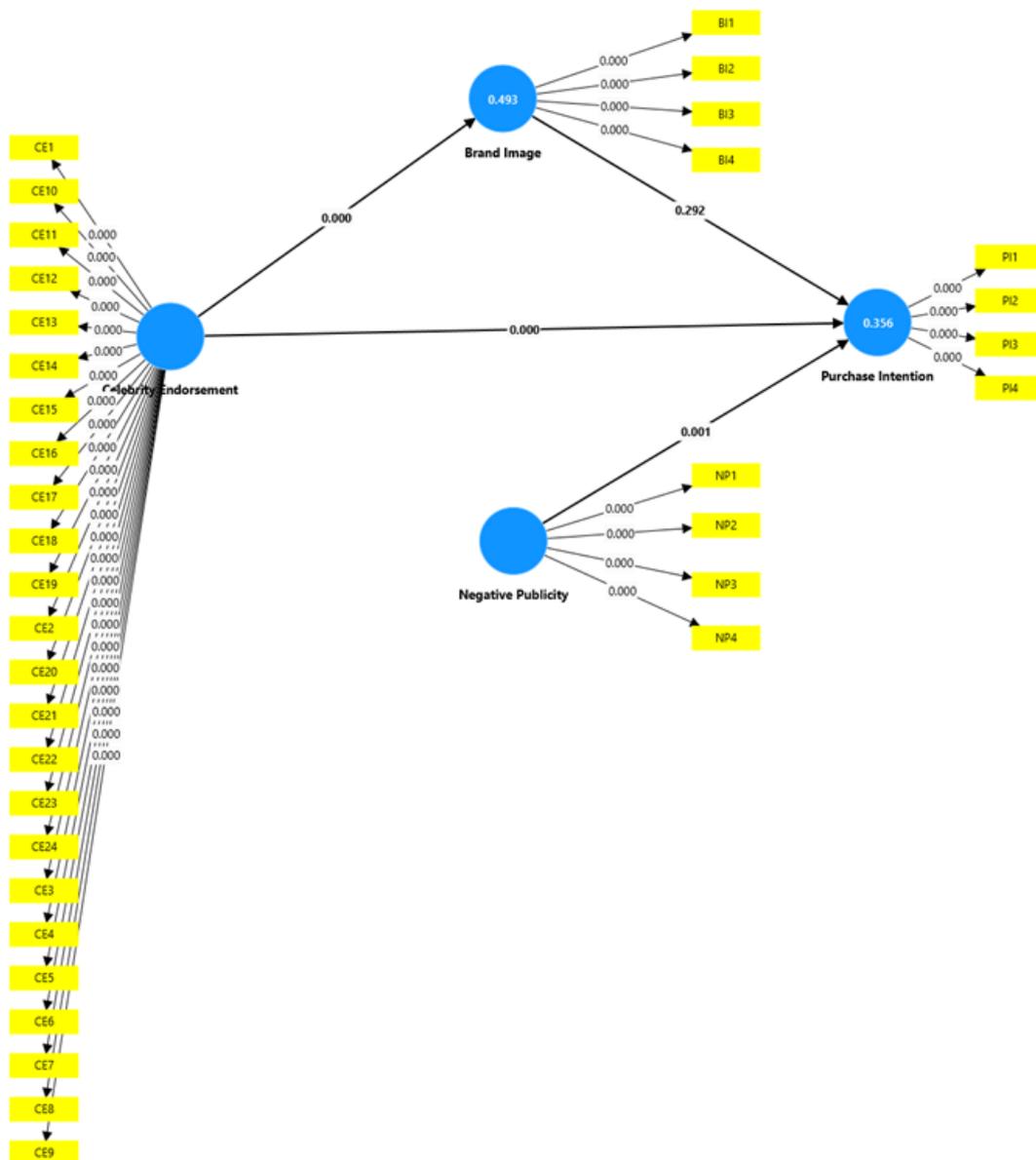
**Table 7. Hypotesis Test Result**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-Values
Celebrity Endorsement -> Brand Image	0,702	0,705	0,054	13,127	0,000

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P-Values
Brand Image -> Purchase Intention	0,074	0,071	0,071	1,053	0,292
Celebrity Endorsement -> Purchase Intention	0,334	0,329	0,090	3,731	0,000
Negative Publicity -> Purchase Intention	0,277	0,285	0,081	3,435	0,001

Source: Primary Data Processed (2024)

Based on the table 9. above, it can be concluded that several directly related hypotheses are considered valid and significant, and there is one hypothesis that is not significant.



**Figure 3.** Path Coefficient Test Results  
Source: Processed Primary Data (2024)

## **Discussion**

### **The Influence of Celebrity Endorsement on Brand Image**

The results of the study show that celebrity endorsement with dimensions (likeability, similarity, attractiveness, expertise, and trustworthiness) has a positive effect on improving brand image. The results of this study are supported by research from Masato and Sopiah (2021) which proves a positive relationship between celebrity endorsement and brand image, namely the better and more attractive the actor or public figure used as a celebrity endorser, the greater the possibility of increasing the brand image being promoted. The results of this study are also reinforced by research from Chan, Leung Ng and Luk (2013) which states that celebrity endorsement will strengthen brand image because it will be an opportunity for the product to be known by consumers. The results of this study state that celebrity endorsement with dimensions (likeability, similarity, attractiveness, expertise, and trustworthiness) can have a positive effect on brand image. Thus, Raffi Ahmad's role as a celebrity endorser in this study can affect the brand image of a product.

### **The Influence of Brand Image on Purchase Intention**

The results of the study show that brand image does not have a positive effect on increasing consumer purchase intention. The results of this study are in accordance with research from Tsabitah and Anggraeni (2021) which states that although the brand "This Is April" has a good brand image, it has not succeeded in making consumers have a purchase intention for the fashion brand. However, the results of this study contradict research from Mao *et al.* (2020) that brand image has a direct and positive effect on purchase intention. This means that consumer purchase intention is a function of their positive brand image. The results of this study also contradict research conducted by Liang and Lin (2018) which states that high brand image involvement can affect the purchase intention of a product. The results of this study state that brand image does not have a positive effect on purchase intention. This means that the more brands endorsed by celebrity endorsers, the more it will interfere with a consumer's memory to remember them. Thus, the brand endorsed by Raffi Ahmad does not affect consumers' purchase intention.

### **The Influence of Celebrity Endorsement on Purchase Intention**

The results of the study show that celebrity endorsements that have dimensions (likeability, similarity, attractiveness, expertise, and trustworthiness) have a positive effect on increasing consumer purchase intention. The results of this study are supported by research from Örs and Alawadhi (2020) who found that this study was accepted (celebrity expertise, celebrity liking), where celebrity endorsement has a major influence on consumer purchase intention. The results of this study are also reinforced by research from Gupta, Kishore and Verma (2015) which revealed that trusted celebrities have a significant influence on consumer purchase intention. The results of this study state that celebrity endorsement which has dimensions (likeability, similarity, attractiveness, expertise, and trustworthiness) can have a positive influence on purchase intention. Endorsement from Raffi Ahmad as a celebrity endorser makes consumers like, are interested, and trust Raffi Ahmad. Thus, Raffi Ahmad's role as a celebrity endorser can increase consumers' purchase intention.

## **The Moderation Effect of Negative Publicity from Celebrity Endorsement on Purchase Intention**

The results of the study show that negative publicity from celebrity endorsement has a positive effect on reducing consumers' purchase intention. The results of this study are supported by research from Kowalczyk and Royne (2013) which states that negative information about celebrities is interpreted in the same way, and in accordance with consumer prejudices towards the brand advertised by the celebrity. So that positive information will be distorted which can influence consumer emotions to become more attached to the celebrity who supports the brand. The results of this study are also reinforced by research from Osei-Frimpong, Donkor and Owusu-Frimpong (2019) which supports the results of the study because consumers tend to consider other factors when they are going to make a purchase such as experience in using a product or brand, reviews from other users, and personal preferences regarding products or brands supported by celebrities. The results of this study state that negative publicity from celebrity endorsement can have a positive influence in reducing consumer purchase intention. Thus, the role of Raffi Ahmad as a celebrity endorser who is involved in a case can eliminate consumers' purchase intention.

## **CONCLUSION**

The results of the hypothesis test 1 ( $H_1$ ) show that celebrity endorsement affects brand image positively and significantly. It is proven that the p-value is less than 0,05 (p-value <0,05) which is 0,000 and the t-value is more than 1,96 (t-value > 1,96) which is 13,127, it can be concluded that hypothesis 1 ( $H_1$ ) is accepted. The results of the hypothesis test 2 ( $H_2$ ) show that brand image does not affect purchase intention positively and significantly. It is proven that the p-value is more than 0,05 (p-value > 0,05) which is 0,292 and the t-value is less than 1,96 (t-value <1,96) which is 1,053, it can be concluded that hypothesis 2 ( $H_2$ ) is rejected.

The results of the hypothesis test 3 ( $H_3$ ) show that celebrity endorsement affects purchase intention positively and significantly, it is proven that the p-value is less than 0,05 (p-value <0,05) which is 0,000 and the t-value is more than 1,96 (t-value > 1,96) which is 3,731. It can be concluded that hypothesis 3 ( $H_3$ ) is accepted. The results of the hypothesis test 4 ( $H_4$ ) show that negative publicity affects purchase intention positively and significantly. It is proven that the p-value is less than 0,05 (p-value <0,05) which is 0,001 and the t-value is more than 1,96 (t-value > 1,96) which is 3,435. It can be concluded that hypothesis 4 ( $H_4$ ) is accepted,

In further research, it is recommended to develop the five dimensions of celebrity endorsement (likeability, similarity, attractiveness, expertise, and trustworthiness) into independent variables to be more effective and varied which can affect other variables. In further research, it is suggested to use celebrity endorsers from abroad or celebrity endorsers who have influence on their country as the object of research so that the scope of the research can be wider, not only in Indonesia. In further research, it is suggested to mention one particular brand, if you want to focus on discussing brand image and celebrity endorsers at the same time.

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