

**FORECASTING OF EFFECT CELEBRITY ENDORSER, BRAND IMAGE,
BRAND TRUST TOWARD PURCHASE INTENTION**
(Study Case: Malang Strudel, the Special Gift Cuisine from Malang City by Teuku Wisnu)

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Abstract

This study aims to determine and explain the forecasting effect of variables in celebrity endorser, brand image, brand trust toward purchase intention, which is owned by Malang Strudel, the special gift cuisine from Malang city by Teuku Wisnu. The research used is explanatory research with a quantitative approach. The population in this study is that all people in Indonesia know about this product, Malang Strudel, which is available throughout Indonesia, both through advertisements on all existing social media. The survey was conducted online which became a borderless area to be researched, namely throughout Indonesia on a large scale using the Google Form. The number of samples from this study using the Michin formula obtained a minimum number of 420 respondents but the data in the field obtained 550 respondents which can be obtained. This research was conducted from February to June 2021. The data analysis used was descriptive analysis and Wrap Pls analysis. The interesting finding of this research is Celebrity endorser has an effect 0.543 but not significant on Brand image, Celebrity endorser has an effect 0.043 but not significant on Brand Trust, Brand Image has an effect 0.383 on Purchase Intention and Brand Trust has an effect 0.341 on Purchase Intention.

Keywords: Celebrity Endorser, Brand Image, Brand Trust and Purchase Intention.

1. INTRODUCTION

The development of technology grow fast causes spread of information that can occur in just seconds through a variety of very diverse media. This requires producers to be more creative in determining the right strategy in providing information about products to consumers. Advertising is one of the most common tools manufacturers use to drive communications persuasively to the target audience. However, the choice of celebrity endorsers to improve brand image as well as increase brand trust in the purchase intention of a product has been considered appropriate? Such as the development of industry 5.0 in the era of social media has created a new platform for promotion, namely promotion by using celebrity programs. Celebgram is a term that appears when someone becomes a celebrity in the world of Instagram with millions of followers. Celebrities come from various backgrounds. They are not only celebrities who are already in the world of artistry, but also ordinary people who are able to gather followers because they are creative with interesting, unique, and even controversial content. Promotion by using a celebrity called celebrity endorser to increase brand image, brand trust, and purchase intention. Brand image is an overall picture of the brand in the eyes of consumers while brand trust is consumer confidence about information and the usefulness of goods to a brand as a whole and the purchase intention of prospective consumers in buying a brand gets information from celebrity endorsers. However, the development of the endorsement business is also a lot of legal problems for celebrities. Legal problems arise when the endorsed product proves problematic, this is the urgency of our research that whether celebrity endorsers are to improve brand image so as to increase brand trust in purchase intentions. On Malang Strudel products, Special Gift Cuisine from Malang City by Teuku Wisnu.

2. LITERATURE REVIEW

Jan et al (2021) endorsers is a form of advertising or promotion that uses a famous figure or celebrity who has influence, recognition, trust, respect, from many people to attract purchase interest. Meanwhile, according to Natasha and Adrea (2021) the use of well-known public figures to attract attention from product sales. This is in line with the opinion (Edward Yohanes 2021,

Kartina et al, 2021, Try Wulandari 2021, Tobias and Jean, 2021) that endorment is a well-known figure in attracting sympathetic prospective buyers in certain segments.

Shimp (2003), endorsers are ad supporters or also known as advertising stars in supporting their product advertisements. Shimp divides endorsers into 2 (two) types, namely typical-person endorsers which are ordinary people who are not well known to advertise a product, and celebrity endorsers which are the use of famous people (public figures) in supporting an advertisement and can influence consumers' minds. As a preference in making purchasing decisions.

Indicator Endorser

1. Trustworthiness (trust in the endorser)
2. Expertise (expert endorser in the field)
3. Attractiveness (active endorser in conveying information)
4. Respect (endorser respect endorser products)
5. Similarity (endorsers have the same community)

Vincent (2021) brand image is a total picture of the mind of the target consumer or customer towards a brand being marketed while Baozhuang (2021) brand image is the overall thought of the consumer towards the product. Takumi Kato (2021) Brand image is the thought that is created automatically by the consumer towards the product. Brand image is a vital element of brand equity Keller (1993). Using brands from the Landor survey, Krishnan (1996) found that high equity brands are more likely to have more positive brand associations (brand image) than low equity brands. Additionally, Lassar, Mittal and Sharma (1995) report that premium prices and higher brand equity were related to brands with higher image ratings. Finally, Kwon (1990) found that a positive brand image was more likely to be associated with preferred brands than non-preferred brands.

Brand image indicator

1. Strength of brand association (have a strong brand)
2. Advantages of brand association (having a brand has benefits)
3. The uniqueness of the brand association (has a unique brand)

Mingmin Zhang, Ping Xu, Yinjiao Ye (2021) brand trust is the expectation of the reliability of a brand being marketed while Sushant Kumar, Shalini Talwar, Amandeep Dhir (2021) is the belief that a product can provide expectations as expected, meanwhile Hai Minh Ngo and Ran LiuSusumu Fukuda (2021) and Rui GuoWei Zhang and Lan Tao (2018) that brand trust is the belief in a brand to be able to meet the expectations of buyers. Brand trust is a product trust that is embedded in consumers as a perception of the brand having the ability to continue to deliver what has been promised. While Erdem and Swait (1998) as product information contained in a brand that requires consistently and fulfills what was promised and According to Ohanian (1990) is placing the brand characteristics of the company that affect consumers.

Brand trust indicators

1. Brand viability (able to make buyers believe)
2. Intentionality (brand is able to maintain trust)
3. Characteristics (brands are able to make the company's characteristics trusted)

Chris et al (2021) purchase intention is the tendency to buy a brand and is generally based on the suitability of the purchase motive with the attributes or characteristics of the brand that can be considered. Meanwhile Mingyue et al (2021) purchase intention is a desire to buy a product with various considerations and Noah et al (2021) purchase intention is a desire to buy a product based on desires and considerations. Over all Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Customers purchase decision is a complex process. Purchase intention is usually related to the behavior, perceptions

and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict the buying process. Purchase intention maybe changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). Researchers have proposed six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010) (Kawa et al., 2013). Customers always think that purchase with a low cost, simple packaging and little-known product is a high risk since they the quality of these products is not trustable (Gogoi, 2013).

Purchase Intention indicator

1. Excitement (interest in buying the product)
2. Awareness (knowing the product well)
3. Information Search (find out the product)

3. HYPOTHESES

Hypothesis or basic assumption is a temporary answer to a problem that is still presumption because it still has to be proven true. Sekaran (2009) defines a hypothesis as a logically estimated relationship between two or more variables expressed in the form of a testable statement. The hypothetical model in this study can be seen in Figure 1. The following hypotheses from this study:

H1. Celebrity endorser has an effect on Brand image

H2. Celebrity endorser has an effect on Brand Trust

H3. Brand Image has an effect on Purchase Intention

H4. Brand Trust has an effect on Purchase Intention

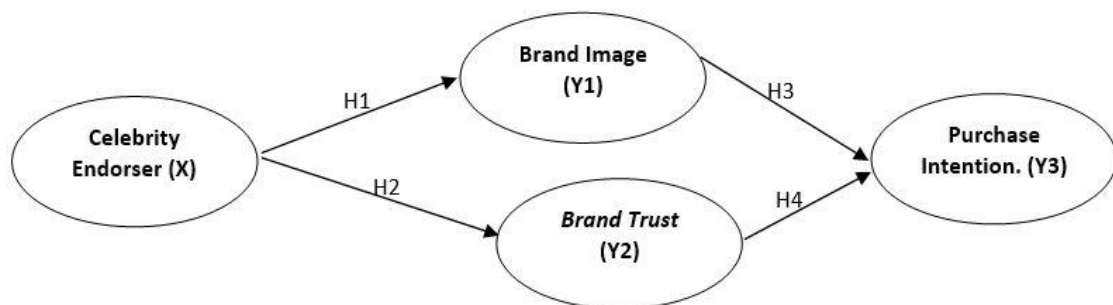


Figure.1 Hypothesis Model

4. RESEARCH METHOD

This study uses a qualitative approach. Qualitative research is a humanistic research, and can explain the naturalistic perspective and the interpretive perspective of human experience. The origin of this research using qualitative methods is that qualitative is easier when dealing with multiple realities; second, this method presents directly the nature of the relationship between the researcher and the respondent; and third, this method is more sensitive and more adaptable to the many sharpening of shared influences and to the patterns of values encountered. Questionnaires

were collected through Google form so that respondents were not limited by region or area as long as respondents regarding this product could be respondents. This research was conducted from February to June 2021. The results of 550 respondents were valid and could be processed. Research using Wrap PLS as processing data obtained from the field.

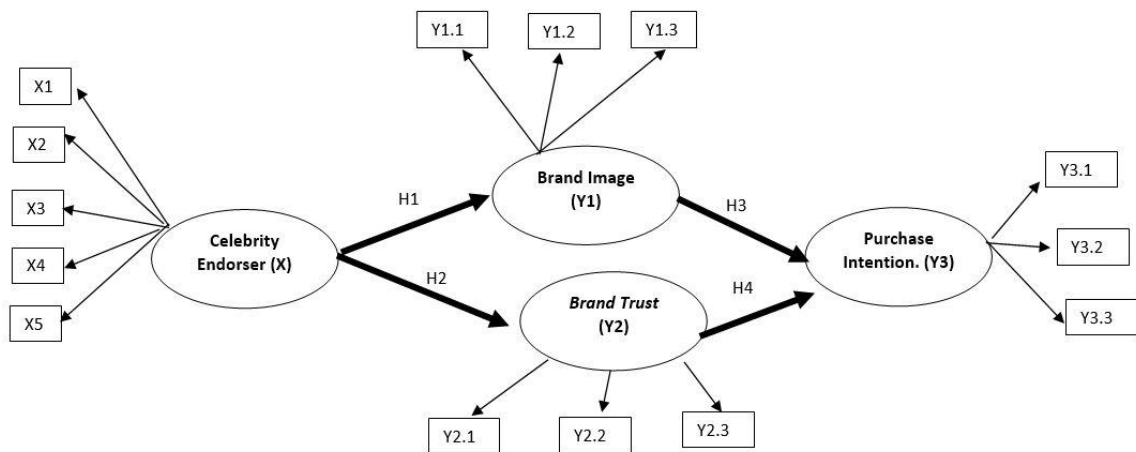


Figure 2. Structural Model

5. RESULTS AND DISCUSSION

5.1 Profile strudel Malang

Strudel is a layered cake, made of pastry and filled with various fruits. This cake was a popular dish during the Hasburg Empire (1278 – 1780) in Austria. The beginning of this food is thought to have been discovered by the Greeks and Turks known as Baklava. So popular, this food is a favorite food of the people of Austria, Germany and other European countries. In Europe, the famous and favorite Strudel is the one filled with apples. In Germany it is often called apple strudel. When Teuku Wisnu and Shireen traveled to Europe a few years ago, they both loved Strudel so much that this cake was chosen as a gift for their family and friends in Indonesia. Many of his friends and family also like this cake. A few years later, since Wisnu often came to Malang, he thought that it might be suitable to make Malang Strudel and could become Malang souvenirs, because Malang is also famous as a producer of quality apples. The original Austrian strudel was modified to suit local tastes through a professional chef. Until there were several variants of typical Malang strudel which were sold and opened in 2014 and the price was around Rp. 100,000, up to Rp. 150.000,-



Figure 3 Malang Strudel by Teuku Wisnu

The population in this study were peoples who know the Malang Studel in Indonesia. In accordance with the calculation of the sample using the Machin formula, a minimum sample of 420 respondents was obtained. In this study used online data collection using Google form. Based on the collection of Google forms, there were 550 respondents who filled out the Google form. Thus, the data processed in this study used 550 respondents. In accordance with the results of the questionnaire distributed to respondents online, data relating to the description of the respondents and the data to be analyzed were obtained. The following is the distribution of respondents based on gender, age, and occupation as follows:

Table 1. Respondents Based On Gender.

Gender	Frekuensi	Persentase (%)
Male	330	60
Female	220	40
Jumlah	550	100.00

Table .2. Respondents Based On Age.

Age respondent	Frekuensi	Persentase (%)
>18-28	185	33.7
29-39	180	32.7
40-50	165	30
Diatas >50	20	3.6
Jumlah	550	100

Table 3. Respondents Based On Occupation.

Job respondent	Frekuensi	Persentase (%)
Student	185	33.7
employee	180	32.7
Civil Servant	165	30
etc	20	3.6
Jumlah	550	100

Table.4 Result variable

Variable	Indicator	Loading Factor	SE	P value	Result
Celebrity Endorsers	X1.1	0.812	0.042	<0.05	Valid
	X1.2	0.797	0.042	<0.05	Valid
	X1.3	0.804	0.042	<0.05	Valid
	X1.4	0.795	0.042	<0.05	Valid
	X1.5	0.779	0.042	<0.05	Valid
Brand Image	Y1.1	0.841	0.042	<0.05	Valid
	Y1.2	0.811	0.042	<0.05	Valid
	Y1.3	0.838	0.042	<0.05	Valid
Brand Trust	Y2.1	0.896	0.042	<0.05	Valid
	Y2.2	0.894	0.042	<0.05	Valid

Variable	Indicator	Loading Factor	SE	P value	Result
	Y2.3	0.887	0.042	<0.05	Valid
Purchase Intention	Y3.1	0.789	0.042	<0.05	Valid
	Y3.2	0.854	0.042	<0.05	Valid
	Y3.3	0.838	0.042	<0.05	Valid

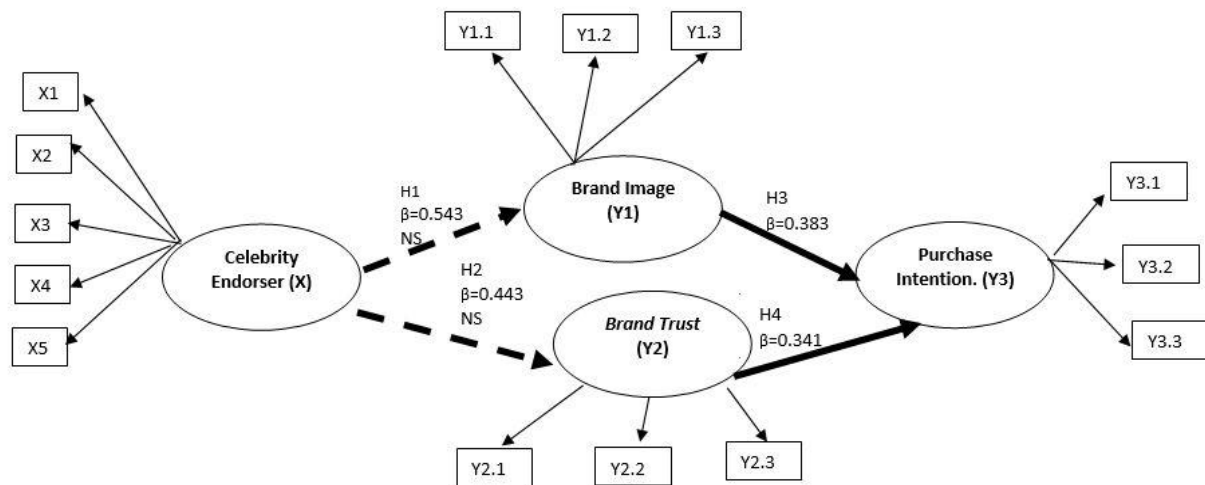


Figure 3. Result Model

H1. Celebrity endorser has an effect on Brand image

Celebrity endorser has an effect 0.543 but not significant on Brand image, this finding can be related to respondent characteristics that most teenagers do not believe too much on Celebrity endorser has an effect on Brand image.

H2. Celebrity endorser has an effect on Brand Trust

Celebrity endorser has an effect 0.443 but not significant on Brand Trust, this finding can be related to respondent characteristics that most teenagers do not believe too much on Celebrity endorser has an effect on Brand Trust.

H3. Brand Image has an effect on Purchase Intention

Brand Image has an effect 0.383 on Purchase Intention, this finding can be related to respondent characteristics that most teenagers do believe too much on Brand Image has an effect on Purchase Intention.

H4. Brand Trust has an effect on Purchase Intention

Brand Trust has an effect 0.341 on Purchase Intention, this finding can be related to respondent characteristics that most teenagers do believe too much on Brand Trust has an effect on Purchase Intention.

6. CONCLUSION AND SUGGESTION

The endorser on the trustworthiness indicator (X1.1) regarding the product review, so further research is needed on the level of honesty of celebrity endorsers in a product. So it is suggested for further researchers to examine the trustworthiness variable by combining control variables that affect the level of purchase.

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