



THE INFLUENCE OF ADVERTISEMENT PERCEPTION AND CELEBRITY
ENDORSER TOWARDS PURCHASE DECISION THROUGH BRAND IMAGE AS
THE MEDIATOR

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Abstract

This research aims to examine the influence of the advertisement perception and celebrity endorser towards purchase decision through brand image as the mediator. The respondents in this research are consumers on Tokopedia.com who have seen Tokopedia.com advertisement with Isyana Sarasvati as celebrity endorser and have shopped online on Tokopedia.com in 2017. The total respondents are 130. The sampling is conducted by purposive sampling technique. This research uses Structural Equation Modeling (SEM) analysis technique with AMOS as analysis tool.

According to the data of the testing result, showed that: 1) Advertisement perception does not have any significant influence towards purchase decision at Tokopedia.com 2) Celebrity endorsers have significant influence towards purchase decision at Tokopedia.com, 3) Advertisement perception has significant influence towards the brand image at Tokopedia.com, 5) Brand image has significant influence towards purchase decision at Tokopedia.com, 6) Brand image acts as a mediator in influencing advertisement perception towards purchase decision at Tokopedia.com, 7) Brand image does not act as a mediator in influencing advertisement perception towards purchase decision at Tokopedia.com

Key words: advertisement perception, celebrity endorser, brand image and purchase decision



I. INTRODUCTION

Nowadays, the development of information technology is growing rapidly. This development making consumer easier in doing various activities. Along with the current development which is getting more modern everyday and growing demand on information which is growing rapidly and accurately, then make the use of internet increasing. The rapid development of internet also makes business development growing rapidly; this can be seen from online business or better known as e-commerce that is getting more rampant nowadays.

The development of e-commerce in Indonesia is growing rapidly, this can be seen from many new startups and sellers who sell and promote their products or services via online, either via intermediate sites or directly to consumer. This condition makes marketers and e-commerce provider to compete in attracting the consumers to shop on their sites. It is important for marketers and e-commerce provider to always learn consumer behaviour continuously. This comprehension about consumer behaviour is very important to e-commerce provider and marketers to know if there is any change in consumer behaviour especially in purchase decision behavior.

Normally, purchase decision for every consumer is the same, however the whole process is not always the same in every consumer (Kotler and Keller, 2012). The purchase decision making usually stimulated by the advertisement perception, celebrity endorser and brand image. Advertisement perception gives big influence in purchase decision (Abideen 2011).

Usually there is important thing that can be an attraction in an advertisement, which is celebrity endorser. The celebrity endorsers give big influence in stimulating consumer to make a purchase decision (Shimp, 2010). If the celebrity endorser is attractive, the more likely it is for consumer to make a purchase decision and resulting in more positive the brand image is. Brand image is perceived as a perception about a brand which shown by brand association recorded in consumer memory (Shimp, 2010). Consumer uses brand image to minimize the risk of uncertainty towards an advertisement or celebrity endorser. Strong brand image will make consumer more confident to make a purchase decision.

The aim of this research is to analyze the factors in affecting the consumer purchase decision . Those factors are advertisement perception, celebrity endorser and brand image.

II. LITERATURE REVIEW

Decision Making

Decision making is an action from consumer to buy or not to buy a product (Kotler and Keller, 2012). When consumer wants to use a product or service, they often faced with some options. This makes consumer has to consider thoroughly before making decision in order to get product as desired.



Advertisement Perception

Advertisement perception is a process that consumer used to choose, organize and to interpret the information about a product from an advertisement (Abideen, 2011). Advertisement will give big influence in attracting the consumer interest, therefore an advertisement should be right on target and effective in order to attract the consumer interest to make a purchase decision. Every consumer has different interpretation towards a message in advertisement. If a consumer interprets a message in advertisement as a positive thing, then the chance to make a buying decision is bigger.

Celebrity Endorser

Celebrity endorser is a figure (actor, entertainer, or athlete) famously known by the public for his/her achievement in the fields of the supported product categories (Shimp, 2010). They have a strength to attract the public towards their message in which, it would affect the public perception to the brands. The aim of using celebrity endorser is to gain the public interest upon both products and services they promote and to stimulate them in carrying out their purchase decision.

Brand Image

Brand image is an active association in an individual memory on the certain brand (Shimp, 2010). Brand image consists of consumers knowledge and confidence about a particular brand. Consumers who have positive reputation upon a brand means that the brand has a stronger message compared to the message of the brand competitor. If a brand is perceived good by consumers, then they are more confident to make a purchase towards the brand.

III. HYPOTHESIS DEVELOPMENT

The influence of advertisement perception on Purchase decision

When any ad perceived well by consumers, they will develop positive attitude towards the ad (Khanfar, 2016). This statement is in line with Abdullah (2016) in which an ad reputation has positive influence on purchase decision. In the other research conducted by Wallace, et al. (2009) also shows that an ad reputation gives positive influence on purchase decision. The more positive consumers perception on an ad, the bigger influence it takes on purchase decision

H₁: advertisement perception affects positively on purchase decision

The Influence of Celebrity endorser on Purchase decision

Celebrity endorser gives stimuli to the consumer to make a purchase decision (Balakrishnan and Kumar, 2011). Recent research conducted by Wijanarko, et al. (2016), also shows that celebrity endorser has a strong influence in affecting the consumers purchase decision. The



more interesting celebrity endorser is, the bigger influence is given to the consumer purchase decision .

H₂: celebrity endorser affects positively on purchase decision

The influence of advertisement perception on Brand Image

Brand image in the previous study affected towards consumer purchase decision (Nour, *et al*, 2014). In the research conducted by Amin and Bashir (2014) found that the consumer perception on an ad is one of any other determining factors in a purchase decision . The more positive an ad is, the more positive consumer perception is on a brand image

H₃: advertisement perception affects positively on brand image

The influence of celebrity endorser on the brand image

Celebrity endorser gives stimuli to the consumer to make purchase decision . In the research conducted by Chan., *et al* (2013) found that Celebrity endorser gives a significant influence on the consumers purchase decision . This result is in line with the research conducted by Hakimi., *et al* (2011) which shows celebrity endorser gives a significant influence towards purchase decision . The more interesting celebrity endorser is, the more positive consumers' perception towards the brand image.

H₄: celebrity endorser affects positively on brand image

The influence of brand image on purchase decision

Oladepo and Abimbola (2015) found a significant relation between the brand image on purchase decision . This result is in line with Malik, *et al*. (2013) in which brand image became a factor considered by the consumer in making a purchase decision . The stronger a brand image is, the bigger influence it gives on purchase decision .

H₅: brand image affects positively on purchase decision

The influence of brand image as a mediation of influence of advertisement perception on purchase decision

In the research conducted by Maslakhah and Sutopo (2017) stated that the brand image becomes a determining factor in making a purchase decision . Brand image has a significant influence as a mediation of influence of celebrity endorser towards purchase decision . (Wijanarko, *et al*, 2016). The more positive consumers perception towards an ad is, the more positive brand image becomes. Thus, if the consumers perception towards the brand image is positive, the bigger influence it has in making purchase decision .

H₆: brand image have a role as a mediator in influencing advertisement perception on purchase decision



The influence of brand image as a mediation of influence of celebrity endorser on purchase decision

Wijanarko *et al*, found that a brand image has a significant influence as a mediator on the relation of celebrity endorser towards purchase decision . The study conducted by Hestiyani and Astuti (2017) stated that a brand image could become a mediator of relationship of celebrity endorser towards consumers purchase decision . The more interesting celebrity endorser is, the more positive brand image become. While the more positive consumers perception on the brand image, the bigger influence it has in making purchase decision .

H₇: brand image have a role as a mediator in influencing celebrity endorser on purchase decision

IV. RESEARCH METHOD

The sample used in this study are consumers in Indonesia who have seen the advertisement of Tokopedia.com in which the celebrity endorser is IsyanaSarasvati and have been shopping online in 2017. The process of data collecting is using a survey model and purposive sampling as sampling technique. Furthermore, at the stage of data analysis using SEM with AMOS method.

V. RESULT AND DISCUSSION

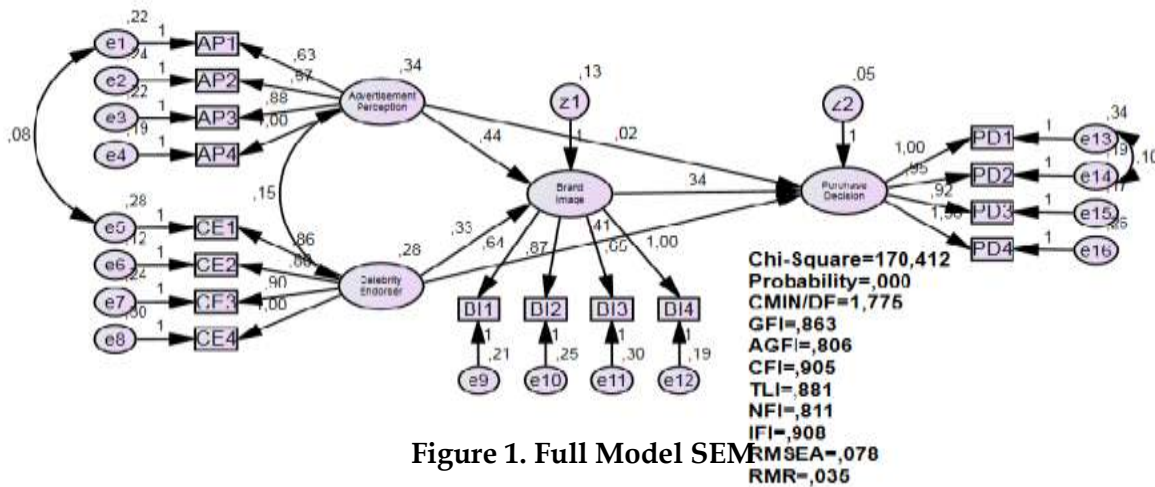


Figure 1. Full Model SEM

Source: 2017 Data Processing.

Table 1
Hypothesis Testing Results

		Estimate	S.E.	C.R.	P
Purchase decision	<--- Advertisement	0,033	0,096	0,248	0,804
Perception					
Purchase decision	<--- Celebrity Endorser	0,510	0,114	3,637	***



	Estimate	S.E.	C.R.	P
Brand Image <--- Advertisement Perception	0,496	0,110	4,011	***
Brand Image <--- <i>Celebrity Endorser</i>	0,339	0,118	2,833	0,005
Purchahase Decision <--- Brand Image	0,417	0,134	2,552	0,011

Source: Data is processed in 2017.

Table 2
Direct Effect of the Testing Results

Variabel	Celebrity Endorser	Advertisement Perception	Brand Image	Purchahase Decision
Celebrity Endorser	,339	,496	,000	,000
Purchahase Decision	,510	,033	,417	,000

Source: Data is processed in 2017.

Table 3
Indirect Effect of the Testing Results

Variabel	Celebrity Endorser	Advertisement Perception	Brand Image	Purchahase Decision
Celebrity Endorser	,000	,000	,000	,000
Purchahase Decision	,141	,207	,000	,000

Source: Data is processed in 2017.

Table 1 shows the first hypothesis test, the effect of the advertisement perception on the purchahase decision is rejected. The second hypothesis test of the influence of celebrity endorser on the purchahase decision is accepted. The third hypothesis test of the influence of advertisement perception on the brand image is accepted. The fourth hypothesis test of influence of celebrity endorser on the brand image is accepted. The fifth hypothesis test of the influence of the brand image on the purchahase decision is accepted.

Tables 2 and 3 show the sixth hypothesis test the effect of brand image as the mediation of perceptual relationship of advertisement to purchasing decision is accepted. The seventh hypothesis test of the influence of brand image as mediation of celebrity endorser relationship to the purchahase decision is rejected.

Based on the research finding show that the advertisement perception has no significant effect to a purchahase decision at Tokopedia.com. Tokopedia.com ads are still limited to attract, so it has not been able to convince the consumers to make a purchahase decision s. When consumers are not yet confident about advertising, consumers will associate those ads with the brand



image. This is carried out to minimize the risks arising from consumer uncertainty towards advertising.

Celebrity endorser has significant influence on the purchase decision at Tokopedia.com. Consumers tend to be more easily affected by the celebrity endorsers who have a strong appeal, especially when the celebrity endorser is his idol and famous at the time. The more interesting celebrity endorsers to support the product/service are, the more likely the consumer to buy and use the product/service.

Advertising perception has a significant influence on the brand image at Tokopedia.com. An individual will agree about the message in the advertisement if the interpretation of the advertising is positive and vice versa. When a consumer perceives an advertising as a positive thing, the consumer will tend to perceive the brand image well and vice versa.

Celebrity endorser has a significant influence on the brand image at Tokopedia.com. A consumer will tend to be affected significantly by the celebrity endorser and believe more to what celebrity endorser promoted and used than what marketer promoted. The more interesting celebrity endorser is, the more positive the consumer perception on the brand image is perceived by the consumer.

Brand image has a significant influence towards the buying decision at Tokopedia.com. The brand image is one of the important part of the product/service and it can be an added value into the product/service. A good brand image will make sure the consumer to trust on their products and make a purchase decision. The consumers are accustomed to using the products/services that already have a good brand image. The better brand image is, the bigger influence in the consumer purchase decision is.

Brand image acts as a mediator for the influence of ad perception towards the purchase decision at Tokopedia.com. The consumers are accustomed to use certain brand tend to have a consistency in that brand. When a consumer perception on the ad is positive, then it has more positive influence in the consumer perception of the brand image. If the consumer perception on the brand image is positive, then the bigger consumer possibility to make a purchase decision on those products/services.

Brand image does not act as a mediator of celebrity endorser on the purchase decision at Tokopedia.com. Factor that causes the brand image does not act as an influence mediator of the celebrity endorser on the purchase decision is because does not act the influence of celebrity endorser on the purchase decision is because Tokopedia.com brand image itself has not been embedded in the consumers mind. This can be seen from the testing result of the direct influence that is showing the influence of Isyana Saravati as a celebrity endorser is more influential than the brand image of Tokopedia.com. The weak brand image will be hard to convince the consumers to trust the brand and eager to make a purchase decision. In the



otherwise, when the influence of celebrity endorser is more influential compared to the brand image, then the consumer will be easily to trust more in making a purchase decision.

VI. CONCLUSION

According to the finding and discussion on the previous section, it can be concluded that the ad perception does not have a significant influence on the purchase decision. Celebrity endorser has a significant influence to the consumer purchase decision. The ad perception has a significant influence to the brand image.

Celebrity endorser has a significant influence to the brand image. The brand image has a significant influence to the consumer purchase decision. The brand image acts as a mediator of influence on the consumer purchase decision

VII. SUGGESTION

1. The writers expect that the next researcher can make a development of the variables used in the research to obtain a better result/findings. The aforementioned variables are : lifestyle, reference group, price perception and the other variables related to the consumer purchase decision.
2. The next study is expected to increase the number of research sample and representation in the scope of study so that the study will be more comprehensive in explaining the phenomenon under the study.

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