THE INFLUENCE OF CELEBRITY ENDORSERS ON PURCHASE INTENTION OF INSTAGRAM SOCIAL MEDIA USERS

PENGARUH SELEBRITI ENDORSER TERHADAP NIAT BELI PENGGUNA SOSIAL MEDIA INSTAGRAM

By:
Okta G. Mamahit[1]
David P.E. Saerang[2]
Shinta J.C. Wangke[3]

[123]Management Department, Faculty Economics and Business
Sam Ratulangi University, Manado

Email:
[1]oktamamahit062@student.unsrat.ac.id
[2]d_saerang@unsrat.ac.id
[3]shintajc@unsrat.ac.id

Abstract: This study aims to determine the effect of attractiveness, trustworthiness, and expertise possessed by celebrity endorsers on the purchase intention of Instagram social media users partially and simultaneously, data were collected through a questionnaire method with a population of 400 and by using the slovin formula, 80 samples were obtained. Based on the results of the analysis found that the three Attractiveness, trustworthiness, and expertise factors have a positive and significant influence on the purchase intention of Instagram social media users.

Keyword: Attractiveness, trustworthiness, expertise, purchase intention

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik, kepercayaan, dan keahlian yang dimiliki oleh celebrity endorser terhadap niat beli pengguna media sosial Instagram secara parsial dan simultan, data dikumpulkan melalui metode kuesioner dengan populasi 400 dan dengan menggunakan rumus slovin, 80 sampel diperoleh. Berdasarkan hasil analisis ditemukan bahwa ketiga faktor Attractiveness, Trustworthiness, dan Expertise berpengaruh positif dan signifikan terhadap niat beli pengguna media sosial Instagram.

Kata Kunci: Dayat tarik, kepercayaan, keahlian, niat beli

INTRODUCTION

Research Background

Business competition in the era of globalization which is increasingly moving forward, complex, and uncertain, not only adds to the opportunities but also the challenges faced by the company, making it always the best way to seize and maintain market share. Increasing competition means that every company must be able to share different management techniques from other companies to gain market share and high product sales. Every company tries to attract potential customers by providing information about the products they have. Marketing tactics that can be carried out by companies in this modern era mean making unique promotion tactics and adapting them using existing technological developments. Online promotion means a form of promotion that is widely used today which aims to give an interesting message to customers, because people now prefer to shop online because it is considered more practical than if you do it in person.

Promoting a product or service is a process that aims to persuade or invite people to take an action that is beneficial to the company, such as deciding to buy. Lucas and Britt (2011) said that the aspects contained in purchase intention are the attention, interest, dreams and beliefs that come from consumers towards a product. Marketers want to put something in the minds of consumers, change consumer behaviour, or encourage consumers to generate a desire to buy. Advertising is seen as a medium for providing information about capabilities, prices, product functions and other attributes related to a product (Durianto, 2003). In addition to providing information about advertising products, it also serves to persuade potential buyers of the products offered. According to Kotler

and Armstrong (2016) "advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor". ideas, goods or services performed by a particular sponsor who are paid. Therefore, in choosing advertising media, marketers must be observant of existing developments. Marketers must have special tactics in delivering advertisements for their products, as a result of which their products can win advertisements in the market and generate consumer purchase intention.

Currently, digital advertising or advertising conducted through social media such as Instagram is starting to become a trend. The use of Instagram as a means of selling and digital advertising is known to be fast and practical to reach potential consumers because currently Instagram has more than 1 billion active users. Instagram means a social media used by some people to post photos or videos of their daily activities or other activities. Instagram is also used by people to buy and sell online by posting photos of the products they sell on Instagram itself via mobile devices such as iOS and Android. This is what makes Instagram no longer just a digital infrastructure that provides services for taking and uploading photos and videos, but Instagram has developed into a potential software for business people to expand their market share, business people in the online world, especially Instagram social media, must innovate by place advertisements to promote their products to the public.

The endorser becomes a form of cooperation between the two parties that is mutually beneficial. The use of celebrity endorsers or public figures must go through several considerations, including the level of celebrity popularity using the problem of whether the celebrity can suggest the character of the product being advertised (Royan, 2004). The method of using a celebrity endorser is to convey a free product or service to the celebrity endorser with the return of the celebrity uploading a photo or video that has been influenced previously. Celebrity or public figure has the meaning of a figure or figure who is widely known by the general public, as a result, a celebrity or public figure does not only come from among artists but is someone who has an influence on the wider community.

Research Objectives
1. To find out the effect of attractiveness of celebrity endorsers on the Purchase Intention of Instagram social media users
2. To determine the effect of trustworthiness of celebrity endorsers on the Purchase Intention of Instagram social media users. To identify the effect of experiential quality on tourist revisit intention to Tomohon city partially
3. To find out the influence of celebrity endorser's expertise on purchase intention of Instagram social media users.
4. To determine the effect of attractiveness, trustworthiness, and expertise of celebrity endorsers on the Purchase Intention of Instagram social media users simultaneously.

THEORITICAL FRAMEWORK

Marketing
According to the American Marketing Association (AMA), marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Purchase Intention
According to Kotler, and Amstrong (2016), the definition of Purchase Intention is consumer behavior when the consumer is stimulated by external factors and comes along to decide on purchases based on their personal characteristics and processes decision making.

Celebrity Endorser
Endorser, according to Shimp (2003), is an advertising supporter or also known as an advertisement star in supporting his 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.

Celebrity Endorser Credibility

According to Shimp (2003) there are basic attributes of endorser supporters that affect the effectiveness of endorser supporters, and one of them is credibility. Celebrity endorser credibility consists of three dimensions that influence the message to be believed and have persuasive power. The three dimensions are attractiveness, trustworthiness, and expertise.

Consumer Behaviour

According to Schiffman and Kanuk (2016), the term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items.

Previous Research

Weismuller (2020) investigated the impact of social media influencer endorsements on purchase intention, more specifically, the impact advertising disclosure and source credibility have in this process. The proposed framework argues that advertising disclosure has a significant impact on source credibility sub dimensions of attractiveness, trustworthiness and expertise; sub dimensions that positively influence consumer purchase intention. Empirical findings based on 306 German Instagram users between 18 and 34 years of age reveal that source attractiveness, source trustworthiness and source expertise significantly increase consumer purchase intention; whilst advertising disclosure indirectly influences consumer purchase intention by influencing source attractiveness. Furthermore, the results reveal that the number of followers positively influences source attractiveness, source trustworthiness as well as purchase intention. All in all, this paper makes a unique contribution to product endorsement literature, with evidence highlighting how social media influencers and advertising disclosure may be used on Instagram to effectively increase consumer purchase intention.

Pradhan, Duraipandian, and Sethi (2016) provided and tested a conceptual framework aimed at comparing the relative effectiveness of celebrity – user, brand –celebrity, and user –brand personality congruence on brand attitude and brand purchase intention (BPI) thereafter. The data collection was done via an online survey of a representative group of consumers (n ¼ 431) located across India. Hypotheses were tested using regression analysis with mediation approach. The results indicate that while user– brand and brand –celebrity personality congruence have a significant impact on brand attitude and purchase intention, celebrity– user congruence does not. Further, brand attitude is found to be a partial mediator on the relationship between the pair-wise personality congruence on BPI.

Gupta (2016) used previous research that has shown that the use of celebrity endorsers brings many positive effects in terms of positive feelings towards the ad and the brand, a positive brand attitude and increased purchase intention for the brand. Numerous researches have proved empirically the effectiveness and the positive influence of celebrity endorsements in advertising, particularly on purchase intention. However, there is no common consensus on whether attractiveness, trustworthiness and expertise of the celebrity endorsers have a significant impact on consumers' purchase intention. Through a survey of 336 Indian respondents who are exposed to celebrity endorsements for various products/brands, the present study attempts to find out the impact of celebrity endorsements on consumers' purchase intention.
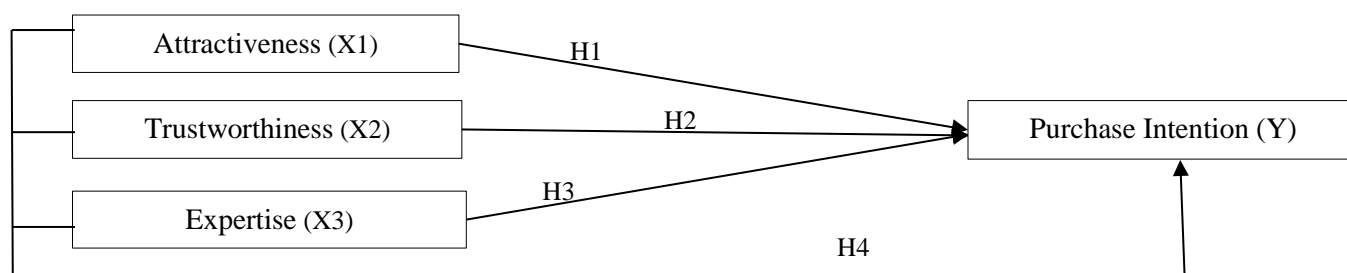
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed (2022)

Research Hypothesis
        The hypothesis of this research is:
H₁: There is a significant effect on the attractiveness of celebrity endorsers on the purchase intention of Instagram social media users.
H₂: There is a significant effect on the trustworthiness of celebrity endorsers on the purchase intention of Instagram social media users.
H₃: There is a significant effect on the expertise of celebrity endorsers on the purchase intention of Instagram social media users.
H₄: There is a significant effect on the attractiveness, trustworthiness, and expertise variables of celebrity endorsers simultaneously on purchase intention of Instagram social media users.

RESEARCH METHOD

Research Approach
        This research is using a quantitative approach. Moreover, Creswell (1994) has given a very concise definition of quantitative research as a type of research that is explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics).

Population and Sample
        Sekaran and Bougie (2009). population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. This study's population are Instagram app users at the Faculty of Economics and Business Unsrat, International Business Administration. Sugiyono (2017) stated the sample is part of the number and characteristics possessed by the population. The number of sample size was set at 80 respondents in order for this study to be more accurate.

Data Collection Method
        To collect the research data, primary data and secondary data will be used in this research. For the primary data will be taken by the distribution of questionnaire and the secondary will be taken from Journals. It may be either published data or unpublished data (Sekaran and Bougie, 2009).

Operational Definition of Research Variables
1. Attractiveness is defined attractive from a physical point of view but also includes a number of characteristics that can be seen by the audience in the endorser, intelligence, personality traits, lifestyle and so on. (Indicators: display, setting, caption)
2. Trustworthiness is referring to the honesty, integrity and trustworthiness of a source or supporter (Indicators: messages, honesty, suitability)
3. Expertise Refers to the knowledge, experience, or skills that an endorser has on the topic of his advertisement. (Indicators: number of followers, experience, photos of products)
4. Purchase Intention is Consumer behavior that appears in response to objects that indicate a person's desire to make a purchase. (Indicators: finding information, sense of interest, the decision)

Data Analysis Method
Validity and Reliability Test
        Validity is the degree of accuracy between the data that occurs in the object of research with data that can be reported by researchers. Reliability is an instrument which, if used several times to measure the same object, will produce the same data.

Multiple Linear Regression Analysis
        According to Sugiyono (2017), multiple linear regression analysis is used to measure the effect of the independent variable and dependent variable. The equation of multiple linear regression is:
$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$
Description:
Y   : Purchase Intention
α   : Constant

X_1 : Attractiveness
X_2 : Trustworthiness
X_3 : Expertise
$\beta_1, \beta_2, \beta_3$: Regression coefficient
e   : Error term

RESULT AND DISCUSSION

Result
Validity Test and Reliability Test

Validity testing was carried out with the help of a computer using the IBM SPSS Version 26 program. Validity testing was performed on 81 respondents in this study. Making a decision based on r_{count}(Corrected Item-Total Correlation) > rt_{able} of 0.220. All questions for the variable the training method have a valid status, because the value of r_{count} (Corrected Item-Total Correlation) > r_{table} of 0.220. Cronbach's alpha is a reliability coefficient that indicates how well the items measuring a concept are positively correlated to one another; the questionnaire is reliable if the value of Cronbach's Alpha is greater than 0.6. All the items have the value greater than 0.6 it means that the questionnaire is reliable and can be distributed to respondents for use as a research instrument.

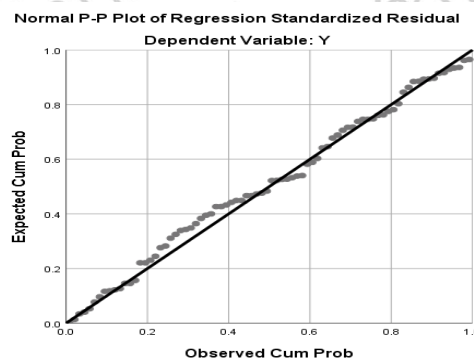**Classical Assumption Test**
Normality Test

Figure 2. Normality Test
Source: Data Processed (2022)

Figure 2 shows that the dots spread near the line and follow the diagonal line of Normal P-Plot. Therefore, it means the data in this research is normally distributed.
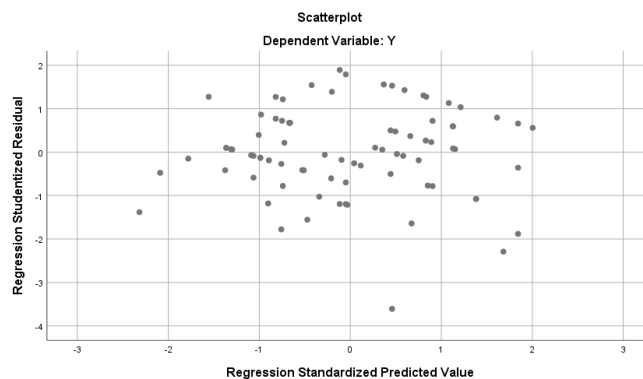
Heteroscedasticity Test

Figure 3. Heteroscedasticity Test
Source: Data Processed (2022)

Figure 3 shows the result of heteroscedasticity test using scatterplot the dots in the scatterplot spread above and below 0 in Y axis and not form in a clear pattern. It means that there is no heteroscedasticity in this regression model and can be used to predict the influence between dependent variable and independent variable.

Multicollinearity Test
Table 1. Multicollinearity

<div align="center">Coefficient^s</div>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.390	1.750		1.366	.176		
	Attractiveness	.291	.130	.243	2.237	.028	.809	1.236
	Trustworthiness	.281	.119	.261	.261	.021	.784	1.276
	Expertise	.196	.128	.173	1.535	.129	.757	1.321

a. Dependent Variable: Purchase Intention
Source: Data Processed (2022)

Table 1 shows that the tolerance value of Attractiveness is 0.809, Trustworthiness is 0.784 and Expertise is 0.757 it means the tolerance value of these independent variable is more than 0.100. The VIF of Attractiveness is 1.236, Trustworthiness is 1.276 and value of Expertise is 1.321, the value of these variable is less than 10. It can be concluded that the result passed the test of tolerance and VIF. This research is free from multicollinearity.

Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.390	1.750		1.366	.176
	Attractiveness	.291	.130	.243	2.237	.028
	Trustworthiness	.281	.119	.261	.261	.021
	Expertise	.196	.128	.173	1.535	.129

a. Dependent Variable: Purchase Intention
Source: Data Processed (2022)

From the result in the table 2 can be shown through the regression equation as follows:
$$Y = 2.390 + 0.291X1 + 0.281X2 + 0.196X3 + e$$
The explanation of the equation:
1. The constant value is 2.390 which states that if the variable Attractiveness (X1), Trustworthiness (X2), and Expertise (X3) is equal to 0, then the Purchase Intention (Y) is 2.390.
2. The value of the regression coefficient for the Attractiveness (X1) has a positive value of 0.291. This shows that if the Attractiveness increases the Purchase Intention will increase by 0.291 assuming the other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable If the others are constant, an increase of one point in Perceived Risk (X2) will result in an average increase of at least 0.060 in Merchant Intention (Y).
3. The regression coefficient value for the Trustworthiness (X2) variable is 0.281. This value shows a positive effect between the Trustworthiness and Purchase Intention variables. This means that if the Trustworthiness variable has increased, then the Purchase Intention variable will increase by 0.281. Assuming that the other variables remain constant.
4. The regression coefficient value for the Expertise variable (X3) has a positive value of 0.196. This shows that if Consumer Trust increases, the Purchase Intention will increase by 0.196 with the assumption that other independent variables are held constant. A positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

Table 3. Correlation Coefficient and Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.521[a]	.272	.243	2.02950

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Data Processed (2022)

Table 3 shows the results of calculations using the program ibm spss statistics version 25, it can be seen that the coefficient of determination obtained is 0.272. This means that 27.2% of Instagram social media users' purchase intention can be explained by attractiveness, trustworthiness, and expertise variables, while the remaining 72.8% of Instagram social media users' purchase intention is influenced by other variables not examined in this study.

Table 4. T-Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.390	1.750		1.366	.176
	Attractiveness	.291	.130	.243	2.237	.028
	Trustworthiness	.281	.119	.261	.261	.021
	Expertise	.196	.128	.173	1.535	.129

a. Dependent Variable: Purchase Intention (Y)

Source: Data Processed (2022)

Hypothesis Testing

T-table used for comparison is found at the level of significant of 0.05, which is at the confidence level of 95% ant the value if t_{table} = 1.985, which indicates that t_{count} > t_{table}.

1. The effect of Attractiveness on Purchase Intention, the attractiveness variable shows that sig 0.028 < 0.05. It means that the attractiveness variable partially has a significant effect on Purchase Intention in Instagram social media users.
2. The effect of Trustworthiness (trust) on purchase intention, the variable trustworthiness (trust) shows that sig 0.021 < 0.05. It means that the trustworthiness variable partially has a significant effect on Purchase Intention in Instagram social media users.
3. The influence of Expertise, on Purchase Intention, variable expertise shows that sig 0.129 > 0.05. It means that the expertise variable partially does not have a significant effect on Purchase Intention of instagram social media users.

F-Test

Table 5. F-Test Result

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	116.853	3	38.951	9.457	.000[b]
	Residual	313.034	76	4.119		
	Total	429.887	79			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Data Processed (2022)

Based on the table 5 it is showing the attractiveness, trustworthiness, and expertise variables have a significant effect on Purchase Intention (y) Instagram social media users. Obtained a significant value of 0.000 <0.05. This shows that the three independent variables simultaneously have a significant effect on the dependent variable.

Discussion

Attractiveness on Purchase Intention

The results found in this research show that Attractiveness Affects Purchase Intention on Instagram Social Media Users. The respondents here are the students of the Faculty of Economy and Business, majoring in International Business Administration at the University of Sam Ratulangi Manado. This also agreed with Amos, Holmes, and Strutton (2008), the more attractive the endorser is, the greater the chance consumers could be aware of the product.

Trustworthiness on Purchase Intention

In this study, the researcher found that trustworthiness greatly influences the purchase intention of Instagram users. the honesty of the endorsers is very influential because honest delivery to the audience can trigger trust in customers so that they can buy our products continuously, this can also build a good impression on endorsers and also the products being promoted. Celebrity endorsers in promoting products/services in addition to presenting attractive promotions must also be able to create a sense of trust to consumers but if a celebrity endorser is not able to provide a sense of trust for consumers, there will be no sense of interest in buying consumers. This Study similar to the research by Rusdiani (2020) about the influence of celebrity endorsers on product purchase intention is mediated by brand image indicate that Trustworthiness on Instagram Social Media users has a significant effect on the purchase intention of Wardah Cosmetic Products.

Expertise on Purchase Intention

Expertise variable partially does not have a significant effect on Purchase Intention of Instagram social media users. Expertise which includes indicators of the number of followers, the experience of a celebrity endorser, the response of likes from Instagram users is able to influence the purchase intention of Instagram social media users. in this study shows the results that expertise has less effect on purchase intention of Instagram users. It can also be concluded that Instagram users in this case are more concerned with honesty and attractiveness from endorsers. This study similar to research by Prasojo (2019), which indicate that expertise does not have a significant influence on purchase intention.

Attractiveness, Trustworthiness, Expertise on Purchase Intention

Hypothesis 4 is accepted, which means that Attractiveness, Trustworthiness, and Expertise simultaneously affect Purchase Intention on Instagram Social Media Users. It explains that two of the three independent variables, namely Attractiveness and Trustworthiness have positive impact on purchase intention. By the explanation that Instagram is one of the most popular social media platforms in the world, through celebrity endorsers, Instagram social media users can find advertisements about goods or services through celebrity endorsers, which of course is based on the attractiveness, trustworthiness and expertise of celebrity endorsers, who will be able to decide what they want to buy.

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:
1. Attractiveness partially impacts Purchase Intention on Social Media Instagram Users. This shows that the attractiveness of celebrity endorsers in the way they promote goods or services with a unique place background, a good photo display as well as a good caption can attract the attention of Instagram social media users to buy.
2. Trustworthiness variable partially has a significant effect on Purchase Intention in Instagram social media users. This shows that the honesty of a celebrity endorser in conveying messages in advertisements, the suitability of reviews, and the authenticity of product or service photos can affect the purchase intention of Instagram users.
3. Expertise does not partially impact Purchase Intention on Social Media Instagram Users. This shows that Instagram social media users are more concerned with honesty and attractiveness of celebrity endorsers than their expertise in promoting products or services.
4. Attractiveness, trustworthiness, and expertise simultaneously have a significant effect on the purchase intention of Instagram social media users as shown by the data above.

Recommendation

Based on the conclusions above, celebrity endorsers should maintain and increase attractiveness and expertise because they have been proven to affect purchase intention and for celebrity endorsers who promote products/services should be honest (there is no element of lies in the delivery of a product or service being promoted) so that consumers will later not feel harmed.

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