

THE INFLUENCE OF CELEBRITY ENDORSEMENT ON SOCIAL MEDIA ON CONSUMER INTENTION TO BUY (Consumer study of Diamore Store Yogyakarta Branch)

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Abstract

This study aims to determine the respondents' responses to the influence of VisCAP partially and simultaneously on social media consumer interest. This study used a questionnaire method distributed through social media using Google form, using a purposive sampling type, with 100 respondents. The type of research used is quantitative research and uses a descriptive analysis approach. Then the data analysis was carried out by instrument testing using validity and reliability tests, classical assumption tests, and multiple linear regression tests to test hypotheses through the R² termination coefficient, F, and T-tests. The test results after fulfilling the validity and reliability tests with SPSS25 tools produce the following regression equation: $Y = 4.264 + 0.337 (\text{visibility}) + 0.142 (\text{credibility}) + 0.311 (\text{attraction}) + 0.752 (\text{power}) + e$. The partial and simultaneous analysis results positively or significantly influence consumer buying interest in social media users. Simultaneous research results VisCAP has a significant effect seen from the results of the coefficient of determination of 57.8%, while other variables outside the research model influence the remaining 42.2%

Keywords: Celebrity endorsement, intention to buy, Yogyakarta

1. Introduction

Along with the growth of technology and the use of social media in the company's marketing activities, celebrity endorsement also influences the map of competition in the fashion industry. Many companies take advantage of celebrity endorsements on social media to influence consumer buying interest, including the Diamore store. Diamore store stands on Jl. Seturan Raya No. Ruko No. 05, Keledokan, Caturtunggal, Depok District, Sleman Regency, Yogyakarta Special Region, on Sunday, October 18, 2020, and is a branch of Diamore Grosir located in Lendah Kulonprogo. The Diamore Store is a store that sells various women's fashion products, ranging from headscarves, pants, shirts, makes, and many more. Diamore store utilizes social media such as Instagram, Tik Tok, Facebook, WhatsApp, and Youtube to market fashion products and uses marketing support, namely celebrity endorsements, to expand Diamore Store's market reach.

According to Rossiter and Peacy (1985), one approach to analyzing a celebrity endorser's efficiency is using the VisCAP model: VisCAP, namely Visibility, Credibility, Attraction, and Power. Visibility is the character of an endorser who can attract the audience or is well known and even has a broad influence in society; credibility is about the strengths of an endorser, namely expertise and trust; attraction is the charm (physical appearance) and similarity of an endorser that has a positive influence on the brand he carries, and finally power, namely the influence of an endorser seen from the popularity of an endorser. Therefore, the

relationship between celebrity endorsements tested with VisCAP is that celebrity endorsements have the characteristics of the VisCAP model.

There are several relevant previous studies to serve as reference material. A study entitled *The Influence of Celebrity Endorsement on Instagram Against Interest in Buying Local Fashion Products*, a study on Sharena Gunawan, was researched by Lidia Rochmania and Fajar Sidiq Adi Prabowo in 2016. At the same time, the results of this study showed that celebrity endorsement influenced buying interest which was carried out by simultaneously and partially testing using the VISCAP variable, which had a significant effect on buying interest, namely 69.8% in another study initiated by Liviya Setiawan in 2018 entitled *The Effect of Celebrity Endorsement on Purchase Intention with Brand Awareness as a Mediation Variable in Green Tea Esprecielo Products*. This study states that Celebrity Endorsement influences Purchase Intention directly or indirectly through Brand Awareness. Because celebrity endorsement helps to form brand awareness of Green Tea Esprecielo products. Subsequent research, entitled *The Effect of Using Celebrity Endorsers on Buying Interests of Instagram Social Media Users (Studies in Students of the Faculty of Dakwah and Communication)* was investigated by Andi Lina Pratiwi in 2016, with the results of three factors: trustworthiness, attractiveness, and expertise have a positive and significant influence on the purchase intention of Instagram social media users. Testing the hypothesis using the t-test shows that these three variables affect the buying interest of Instagram social media users.

The various descriptions above make it enjoyable to study the influence of celebrity endorsements' influence on Diamore Store consumer buying interest on social media. In this study, it is expected to find out whether promotion through social media supported by celebrity endorsements is a relevant strategy or not in marketing activities.

2. Research Method

the research conducted in this study is quantitative and uses a descriptive analysis approach. As defined by Sekaran (2019), quantitative research is a scientific method involving data in the form of numbers or numerical values that can be processed and analyzed using mathematical or statistical calculations. Descriptive analysis is a method used to obtain an overview of the respondents being studied. This research aims to present and explain the "Influence of Celebrity Endorsement on Social Media Towards Consumer Purchase Intention at Diamore Store".

The research design is crucial for ensuring that the study proceeds as planned. According to Sekaran and Bougie (2013), research design involves planning to collect, measure, and analyze data based on the research questions being investigated. This research utilizes non-probability sampling, which means that the population or elements do not have an equal chance of being selected as samples. The sample selection is objective and employs purposive sampling, as described by Indrawati (2015), where specific criteria are used to select sample members. The criteria for sample selection in this study are: 1) being aware of Diamore Store's SMEs in Yogyakarta, and 2) having seen product reviews or advertisements of Diamore Store from a celebrity on their social media account.

Overall, the research employed a quantitative approach with a descriptive analysis to investigate the influence of celebrity endorsement on social media towards consumer purchase intention at Diamore Store. The research design utilized non-probability sampling, specifically purposive sampling, to select participants based on specific criteria.

3. Result and Discussion

3.1. Multiple Linear Regression Test

Tabel 1. Multiple Linear Regression Test Results Table

Unstandardized			Standardized	t	Sig.	
Coefficients			Coefficients			
Model	B	Std. Error	Beta			
1	(Constant)	4.264		3.030	.003	
	Visibility	.337	.122	.239	2.752	.007
	Credibility	.142	.141	.124	1.006	.317
	Attraction	.311	.192	.200	1.622	.108
	Power	.752	.217	.337	3.468	.001

a. Dependent Variable: intention to buy

(source: data obtained from SPSS 25 program)

The value of an of 4.262 is a constant or state when the variable consumer buying interest has not been affected by other variables, namely the *variables visibility* (x1), *credibility* (x2), *attraction* (x3), *power* (x4), if the independent variable does not exist change

b1 (regression coefficient x1) of 0.337 indicates that the visibility variable positively influences consumer buying interest, which means that for every 1 unit increase in the visibility variable, the buying interest is 0.337, assuming that other variables are not examined in this study.

b1 (regression coefficient x2) of 0.142 indicates that the credibility variable positively influences consumer buying interest, which means that for every 1 unit increase in the credibility variable, the buying interest is 0.142, assuming that other variables are not examined in this study.

-b1 (regression coefficient x3) of 0.311 indicates that the attraction variable positively influences consumer buying interest, which means that for every 1 unit increase in the attraction variable, the buying interest is 0.311, assuming that other variables are not examined in this study.

b1 (regression coefficient x4) of 0.752 indicates that the power variable positively influences consumer buying interest, which means that for every 1 unit increase in the power variable, the buying interest is 0.752, assuming that other variables are not examined in this study.

3.2. Hypothesis Test

a. Coefisien Determination test (R^2)

Based on the test results in the table above, an Adjusted R^2 value of 0.578 was obtained. This shows that 57.8% is explained by the variables of *visibility*, *credibility*, *attraction*, and *power*, while other variables outside the model of this study influence the remaining 42.2%.

b. F Test

Table. 2. ANOVAa Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	389.201	4	97.300	34.946	.000b
	Residual	264.509	95	2.784		
	Total	653.710	99			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Power, Visibility, Credibility, Attraction

The significant value of f is $0.000 < 0.05$, and the F -count is $34.946 >$ the value of the F -table is 3.09 . This means that there is an influence of the variables *visibility* (x_1), *credibility* (x_2), *attraction* (x_3), and *power* (x_4) on social media on consumer buying interest.

The results of the above test partially show the four factors that affect consumer buying interest, and the four independent variables have a real effect on the buying interest of social media users. *Attraction* is a factor that influences consumer buying interest with the highest value.

4. Conclusion

The study conducted at the Diamore Store Yogyakarta branch revealed that visibility, credibility, attraction, and power influence consumer buying interest on social media. The results of the statistical tests showed that visibility had a positive and significant effect on buying interest, as indicated by the t -value exceeding the critical value and a significance level below 0.05 . Similarly, credibility and attraction were found to have positive and significant effects on purchase intention, supported by the t -values exceeding the critical value and the significance levels below 0.05 . Furthermore, power was also found to have a positive and significant effect on consumer buying interest. These findings indicate that the four characteristics play a significant role in shaping consumer behavior on social media. Additionally, when considered together, these characteristics accounted for 57.8% of the influence on buying interest, while the remaining 42.2% was attributed to other variables outside the research model. Among the four characteristics, attraction emerged as the dominant factor influencing consumer buying interest.

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