

THE INFLUENCE OF CELEBRITY ENDORSERS, BRAND IMAGE, AND PRICE PERCEPTION ON PURCHASE INTENTION FOR ERIGO BRAND PRODUCTS

Gusti Ngurah Andhika D. Madhawa, Komang Agus Satria Pramudana

Management, Faculty of Economics and Business, Udayana University, Denpasar

Email: andikadarma87@gmail.com

Abstract

The fashion sector is expanding at a rapid pace amidst intense market competition, prompting companies to formulate efficient marketing strategies. Erigo stands out as one of the leading local fashion brands in Indonesia. This research investigates how celebrity endorsement, brand image, and perceived pricing affect consumer intentions to purchase Erigo-branded products. The research focuses on individuals living in Denpasar City who are potential buyers of Erigo apparel. Employing a non-probability sampling method, the study involves 100 respondents. The collected data is analyzed using multiple linear regression. Findings reveal that celebrity endorsers, brand image, and price perception significantly and positively impact consumers' intention to purchase Erigo products.

Keywords: Celebrity Endorser, Brand Image, Price Perception, Purchase Intention

INTRODUCTION

Fashion serves not only as a tool to enhance physical appearance but also as a reflection of one's personality and social standing. The global fashion industry has undergone rapid transformation, fueled by consumerist lifestyles and swiftly changing trends. This dynamic landscape has popularized the fast fashion model, characterized by affordable, ready-made clothing that quickly follows market demand. Fierce competition and the constant evolution of technology push fashion businesses to innovate, not only in design but also in pricing, quality, and marketing efforts.

Indonesia's local fashion market has seen substantial development, highlighted by the rise of homegrown brands that successfully establish a unique identity and capture consumer interest. Among these is Erigo, a brand known for its casual wear and its prominent position in the market. Erigo is widely recognized for the quality of its products and effective marketing strategies, especially via Instagram. As of 2024, it holds the distinction of being the most-followed local fashion label, underscoring its strong presence and brand recognition. This also demonstrates the powerful role of social media in engaging potential buyers.

A key marketing approach adopted by Erigo is the use of celebrity endorsers, such as Adipati Dolken, whose persona aligns with the brand's image. Celebrity endorsement is widely believed to enhance product attractiveness, support a favorable brand perception, and influence consumers' buying intentions. However, prior studies present differing views on its effectiveness—some finding it beneficial, while others highlight limited impact, especially when associated celebrities face public controversies.

In addition to celebrity endorsements, both brand image and price perception are critical factors in shaping consumer intention. A reputable brand image can foster trust and loyalty, while perceived pricing indicates the product's value and quality from the consumer's perspective. Although previous research generally supports their influence, the extent varies across contexts. Hence, companies must thoughtfully shape their pricing strategies and consistently develop a strong brand image to maintain buyer interest.

A preliminary survey involving 30 individuals revealed that the majority were introduced to Erigo through celebrity endorsements, which influenced their interest in the products. Twenty-five respondents mentioned that Erigo was their top choice when thinking about fashion purchases, and most of them discovered the brand through endorsements. These findings affirm the vital roles of celebrity endorsers, brand image, and price perception in forming purchase intentions, thus justifying the need for this study.

METHOD

This research employs a quantitative approach, using survey methods by distributing online questionnaires to residents of Denpasar City who express an interest in purchasing Erigo products. The study aims to investigate the influence of celebrity endorsers, brand image, and price perception on purchase intention. Denpasar was selected as the research location due to its vibrant and technologically adept population, known for quickly adapting to digital developments.

The sampling method applied is purposive sampling, involving 100 respondents who fulfill specific criteria, including being residents of Denpasar, having a minimum educational background of high school, and being familiar with Erigo's social media presence. The study utilizes both primary and secondary data, analyzed through descriptive statistics and multiple linear regression with the assistance of SPSS software. Celebrity endorsers, brand image, and price perception are treated as independent variables, while purchase intention serves as the dependent variable. These variables are operationalized using measurable indicators derived from established theories and prior research, with a Likert scale employed for data measurement. Instrument validation is conducted through factor analysis, while reliability is tested using Cronbach's Alpha. Furthermore, classical assumption tests—such as normality, multicollinearity, and heteroscedasticity tests—are carried out to ensure the validity of the regression model. This methodological framework ensures a strong and reliable basis for understanding the impact of each factor on consumer purchase intentions toward Erigo products.

RESULTS AND DISCUSSION

Research Instrument Test Results

1) Validity Test

The Pearson correlation value for each statement in the research variable is above 0.3, so it is concluded that all research instruments used are valid.

2) Reliability Test

Table 1. Reliability Test Results

Variables	Cronchbach Alpha	Information
<i>Celebrity Endorser</i>	0.778	Reliable
<i>Brand image</i>	0.730	Reliable
<i>Price perception</i>	0.779	Reliable
<i>Purchase Intention</i>	0.727	Reliable

Source: Processed Data, (2024)

The results of the research instrument test showed a Cronchbach alpha value above 0.6. This indicates that the statement items in this study are reliable.

Multiple Linear Regression Analysis

Table 2. Results of Multiple Linear Regression Analysis

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.943	0.538		1,752	0.083
	Celebrity Endorser	0.462	0.054	0.567	8,582	0.001
	Brand Image	0.134	0.062	0.135	2.157	0.034
	Price Perception	0.239	0.043	0.309	5,497	0.001

Source: Processed Data, (2024)

Referring to Table 2, the following regression equation is derived: $Y = 0.943 + 0.462X_1 + 0.134X_2 + 0.239X_3$, with the interpretation as follows:

1. The constant value of 0.943 indicates that if the variables of celebrity endorser, brand image, and price perception are zero, the purchase intention (Y) would be 0.943.
2. $\beta_1 = 0.462$: This suggests that the celebrity endorser variable has a positive regression coefficient with purchase intention, meaning that an increase in celebrity endorsement will lead to a rise in purchase intention.
3. $\beta_2 = 0.134$: This implies that the brand image variable has a positive regression coefficient with purchase intention, indicating that an improvement in brand image will also enhance purchase intention.
4. $\beta_3 = 0.239$: This signifies that the price perception variable positively affects purchase intention, so a better price perception will result in higher purchase intention.

Classical Assumption Test Results

1) Normality Test

Table 3. Data Normality Test

One-Sample Kolmogorov-Smirnov Test				Unstandardized Residual
N				100
Normal Parameters ^{a,b} Mean				0.0077667
Std. Deviation				0.98777347
Most Extreme Differences	Extreme	Absolute		0.079
		Positive		0.073
		Negative		-0.079
Test Statistics				0.079
Asymp. Sig. (2-tailed) ^c				0.127

Source: Processed data (2024)

Table 3 reveals that the asymp. sig. (2-tailed) significance value exceeds 0.05, indicating that the residual data in this study follows a normal distribution. Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficients ^a	
Model	Collinearity Statistics

		Tolerance	VIF
1	(Constant)		
	Celebrity Endorser	0.315	3.178
	Brand image	0.353	2,834
	Price perception	0.436	2.293

Source: Processed Data, (2024)

Table 4 illustrates that each variable has a tolerance value greater than 0.10 and a VIF value less than 10, indicating that the data is free from multicollinearity issues.

2) Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.209	0.485		2.494	0.014
Celebrity Endorser	-0.045	0.049	-0.167	-0.929	0.355
Brand Image	-0.021	0.056	-0.065	-0.382	0.703
Price Perception	0.034	0.039	0.134	0.874	0.384

a. Dependent Variable: ABSRES

Source: Processed Data, (2023)

Table 5 reveals that the significance values for each variable are greater than 0.05, indicating that the regression model does not experience heteroscedasticity.

Determination Test

Table 6. Determination Test Results

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.932	0.868	0.864	0.71191

Source: Processed data, (2024)

Referring to Table 6, the coefficient of determination (D) is 0.868, equivalent to 86.8%. This means that celebrity endorsers, brand image, and price perception together account for 86.8% of the variation in purchase intention, while the remaining 13.2% is influenced by other factors not examined in this research.

F Test

Table 7. F Test Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	319,705	3	106,568	210,269	0.001
	Residual	48,655	96	0.507		
	Total	368,360	99			

Source: Processed Data, (2024)

Based on Table 7, the F test significance value is 0.001, which is lower than 0.050. This finding suggests that celebrity endorsers, brand image, and price perception collectively have a significant impact on purchase intention.

Statistical Test t (t-test)

Table 8. t-Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	0.943	0.538		1,752
	Celebrity Endorser	0.462	0.054	0.567	8,582
	Brand Image	0.134	0.062	0.135	2.157
	Price Perception	0.239	0.043	0.309	5,497

Source: Processed Data, (2024)

Based on the analysis in Table 8, each test is explained as follows:

1. The Impact of Celebrity Endorsers on Purchase Intention: The results in Table 8 indicate that the significance value for the celebrity endorser variable is 0.001. Since this value is less than the significance level of 0.05, it can be concluded that celebrity endorsers have a significant effect on purchase intention.
2. The Impact of Brand Image on Purchase Intention: The results in Table 8 show that the significance value for the brand image variable is 0.034. This value is smaller than the 0.05 significance level, which means that brand image has a significant effect on purchase intention.
3. The Impact of Price Perception on Purchase Intention: According to the results in Table 8, the significance value for the price perception variable is 0.001. Since this value is smaller than the 0.05 significance level, it can be said that price perception has a significant effect on purchase intention.

Discussion

The Influence of Celebrity Endorsers on Purchase Intention: The impact of celebrity endorsers on purchase intention in this study yielded a positive beta coefficient of 0.462 with a significance level of 0.001. Since the p-value for the celebrity endorser variable is 0.001—well below the 0.05 threshold—it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Therefore, celebrity endorsers are found to have a statistically significant and positive effect on consumers' purchase intention. This implies that more effective celebrity endorsements for Erigo products are associated with a higher likelihood of purchase intention, and the reverse is also true.

The Influence of Brand Image on Purchase Intention: The effect of brand image on purchase intention in this study resulted in a positive beta value of 0.134 with a significance level of 0.034. Since the p-value for the brand image variable is 0.034, which is less than the 0.05 threshold, it indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted. Consequently, it can be concluded that brand image has a positive and significant impact on purchase intention. This suggests that a stronger brand image of Erigo products is associated with an increased intention to purchase, and vice versa.

The Influence of Price Perception on Purchase Intention: The analysis of price perception's impact on purchase intention in this study produced a positive beta coefficient of 0.239 with a significance level of 0.001. Since the significance value for the price perception variable is 0.001—below the 0.05 threshold—this leads to the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_3). Thus, it

can be concluded that price perception has a positive and significant effect on purchase intention. In other words, the more favorable the price perception of Erigo products, the stronger the consumer's intention to purchase, and vice versa.

CONCLUSION

1. Celebrity endorsers exert a positive and significant impact on consumers' purchase intention toward Erigo products. This indicates that the more effective and aligned the celebrity endorsement is with the brand, the greater the likelihood that consumers will intend to purchase the product.
2. Brand image has a positive and significant effect on purchase intention. In other words, a stronger and more favorable brand image leads to a higher level of consumer interest in buying Erigo-branded items.
3. Price perception also plays a crucial role, showing a positive and significant influence on purchase intention. This means that when consumers perceive Erigo's prices as reasonable and reflective of good value, their intention to make a purchase tends to increase.

REFERENCES

- Aaker, D. A. (2019). *Building Strong Brands*. Routledge Simon and Schuster.
- Abbas, A. Afshan, G. dan Khan, S. B. (2018). *The Effect Of Celebrity Endorsement On Customer Purchase Intention: A Comparative Study Predictors And Consequences Of Human Resource Outsourcing View project Internal Marketing View project*. *Current Economics And Management Research*, Vol. 4, No. 1, Pp 1–10.
- Alatas, Haidar. (2019). Hipertensi Pada Kehamilan. *Herb-Medicine Journal*. Vol. 2. No. 2. Pp. 27.
- Ali, L. S. W. H. dan Cuandra, F. (2023). Pengaruh Digital Marketing dan Brand Awareness terhadap Purchase Intention Brand Fashion Erigo Apparel dimediasi Brand Image. *Jurnal Ekuilnomi*, Vol. 5, No. 2, Pp. 292-304.
- Alvionita, S. dan Sutedjo, B. (2021). Pengaruh Celebrity Endorsement, Brand Image Dan Customer Review Terhadap Purchase Intention. *Journal Of Management And Business*, 4, Pp. 374-38.
- Azwar, S. (2017). *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Araigy, M.S. (2018). *The Influence Of Celebrities On Consumer Buying Decision Through Social Media*. *International Journal Of Humanities And Applied Social Science (Ijhass)*. 3 (11), 152-165.
- Ariatmaja, D. D. dan Rastini, N. M. (2017). Peran Brand Image Memediasi Daya Tarik Promosi Dan Kewajaran Harga Terhadap Keputusan Penggunaan Jasa Transportasi. *E-Jurnal Manajemen*, 6(9), 4689–4715.
<https://ojs.unud.ac.id/index.php/manajemen/article/view/31153>
- Ashfaq, M. dan Ali, M. (2017). *Impact Of Celebrity Endorsement On Consumer Buying Behavior In FMCG Sector Of Pakistan*. *Arabian Journal Of Business And Management Review (Oman Chapter)*, Vol. 7, No. 1, Pp. 1–13.
- Belch, G. E. dan Belch, M. A. (2019). *Advertising And Promotion: An Integrated Marketing Communications Approach* (10th ed.). New York: McGraw-Hill Education.
- Bulan, I. S. dan Sudrajat, R. H. (2019). Pengaruh Penggunaan Celebrity Endorser Arief Muhammad Di Instagram Terhadap Brand Image Erigo Store. *Sospol: Jurnal Sosial Politik*, Vol. 5, No. 2, Pp. 322-332.

- Chaudhuri, A. dan Holbrook, M. B. (2021). *The Chain Of Effects From Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty*. *Journal Of Marketing*, 65(2), 81-93.
- Chen, Y. dan Wang, Y. (2022). *Understanding Purchase Intention In Online Shopping: A Multi-Perspective Model*. *Frontiers In Psychology*, 13, 825714.
- Erkmen, E. dan Hancer, M. (2019). *Building Brand Relationship For Restaurants: An Examination Of Other Customers, Brand Image, Trust, And Restaurant Attributes*. *International Journal Of Contemporary Hospitality Management*, 31(3), 1469–1487. <https://doi.org/10.1108/IJCHM-08-2017-0516>.
- Farzin, M. dan Fattahi, M. (2018). *Ewom Through Social Networking Sites And Impact On Purchase Intention And Brand Image In Iran*. *Journal Of Advances In Management Research*, Vol. 15, No. 2, Pp. 161–183.
- Febrian, A. dan Fadly, M. (2021). *Brand Trust As Celebrity Endorser Marketing Moderator's Role*. *Journal Of Applied Management*, Vol. 19, No. 1, Pp. 207-216. <http://dx.doi.org/10.21776/ub.jam.2021.019.01.19>
- Ferrell, O. C. dan Hartline, M. D. (2021). *Marketing strategy* (7th ed.). Cengage Learning.
- Fitri, F. R. (2018). *The Influence Of Celebrity Endorsement In Social Media Instagram On Attitude Towards Brand And Brand Image To Customer Purchase Intention*. *Journal Of Accounting Management and Economics*, Vol. 20, No. 2, Pp. 7–17.
- Ghozali, I. (2018). *Model Persamaan Struktural Konsep dan Aplikasi Dengan Program AMOS 24 Update Bayesian SEM Edisi 7*. Universitas Diponegoro, Semarang.
- Hakim, L. L. dan Keni, K. (2020). *Pengaruh Brand Awareness, Brand Image dan Customer Perceived Value Terhadap Purchase Intention*. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, Vol. 4, No. 3, Pp. 81-86.
- Hendri. dan Herlina, B. (2021). *Pengaruh Brand Image, Brand Turst, Ewom Terhadap Purchase Intention pada Produk H&M pada Masa Pandemi Covid-19*. *Jurnal Manajerial Dan Kewirausahaan*, Vol. 3 No. 2. Pp. 371-379.
- Huang, S.; Chen, Y.; dan Wang, J. (2016). *Measurement Of Tire Tread Depth with Image Triangulation*, *International Symposium On Computer, Consumer and Control*, Vol. 2, No. 1, Pp. 303-306.
- Hikmareta, Y. (2020). *Pengaruh Social Media Marketing dan Brand Image Terhadap Purchase Intention pada Pengguna Instagram Produk Wardah Cosmetics Di Kota Semarang*. *Jurnal Manajemen dan Pemasaran Universitas Semarang*, Vol. 8, No. 1, Pp. 1-14.
- Iswadi, L. F., Jamiati, K. N., & Handoko, D. (2023). *Pengaruh Brand Activation Terhadap Brand Image Whitelab: Survei pada Pengunjung Unveil the New Whitelab*. *Tuturan: Jurnal Ilmu Komunikasi, Sosial Dan Humaniora*, Vol. 1, No. 4, Pp 89-107.
- Iwan. dan Nainggolan. (2017). *Pengaruh Celebrity Endorser, Brand Awareness dan Harga Produk Terhadap Minat Beli Mie Sukses (Studi Empiris Pada Penduduk Kecamatan Pinang-Kota Tangerang)* *Cakrawala*, Vol. XVII, No. 2. Pp. 146-155.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity*. Pearson.
- Keller, K. L. dan Swaminathan, V. (2020). *Strategic Brand Management Building, Measuring, and Managing Brand Equity*, 5th Edition, England: Pearson.
- Keller, K. L. dan Lehmann, D. R. (2022). *The Impact Of Celebrity Endorsers On Brand Equity: A Meta-Analysis*. *Journal Of Marketing Research*, Vol. 59, No. 2, Pp. 242-263.
- Keller, K. L. dan Lehmann, D. R. (2023). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity* (5th ed.). Pearson.

- Kelvin. dan Firdausy, C. M. (2022). Pengaruh *Brand Image*, *Brand Trust* dan *Price Perception* terhadap *Purchase Intention* Pelanggan Uniqlo Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, Vol. 4, No. 1, Pp. 142-149. <https://doi.org/10.24912/jmk.v4i1.17179>
- Khasawneh. (2017). *Determinants Of Online Purchase Intention: A Study Of Emirati Consumers*, *Int. J. Islamic Marketing And Branding*, Vol. 2, No. 3, Pp. 200-214.
- Kim, J. dan Ko, E. (2023). *The Impact Of Consumer Needs On Business Competition In The Fashion Industry*. *Journal Of Fashion Marketing and Management*, Vol. 27, No. 2, Pp. 244-260.
- Kim, J. dan Lim, W. M. (2022). *The Impact Of Product Reviews On Purchase Intention: A Meta-Analysis*. *Journal Of Interactive Marketing*, Vol. 59, No. 2, Pp. 1-16.
- Koththagoda, K. C. dan Weerasiri, S. (2017). *Celebrity Endorsement and Purchase Intention of Telecommunication Industry In Sri Lanka*. *International Journal Of Science And Research*, Vol. 6, No. 6, Pp. 635– 638.
- Kotler, P. (2013). *Manajemen Pemasaran, Jilid Kedua*. Jakarta: Erlangga.
- Kotler, P. dan Keller, K. L. (2016). *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc
- Kotler, P. dan Armstrong, G. (2018). *Principles Of Marketing*. 15 Global Edition. Pearson Pretice Hall, Inc
- Kotler, P. dan Keller, K. L. (2020). *Marketing Management* (16th ed.). Pearson Pretice Hall, Inc
- Kotler, P. dan Armstrong, G. (2023). *Principles of Marketing* (17th ed.). Pearson Pretice Hall, Inc
- Kusuma, P. I. P. dan Sukaatmadja, I. P. G. (2023). Peran Citra Merek Memediasi Pengaruh Kualitas Produk Terhadap Keputusan Pembelian pada Kedai Kopi Jenar Denpasar. *E-Jurnal Manajemen*, Vol. 12, No. 11, Pp. 1142-1162
- Lionitan, W. dan Firdausy, C. M. (2023). Pengaruh Persepsi Harga, *Word of Mouth* dan *Customer Satisfaction* terhadap *Purchase Intention* Pelanggan Mixue di Cibubur. *Jurnal Manajerial dan Kewirausahaan*, Vol. 5, No. 3, Pp. 805-813.
- Lucky, F. dan Olivia, Walangiton. (2019). *Traditional and Behavioral Finance*. In H. K. Baker dan V. Ricciardi (Eds.), *Investor Behavior: The Psychology Of Financial Planning And Investing*. John Wiley And Sons, Inc
- Maulana, M. I. N. (2020). Pengaruh Harga, Kualitas Produk, dan Promosi Terhadap Keputusan Pembelian Produk Artfresh. *Performa*, Vol. 5, No. 6, Pp 512-521.
- Melzica, N. P. D. F. dan Wardana, I. M. (2022). Peran *Brand Image* Memediasi Pengaruh *Celebrity Endorser* terhadap *Repurchase Intention*. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, Vol. 11, No. 09, Pp. 1084-1092.
- Nurtjahjadi, E. dan Budianti, F. (2023). Pengaruh *Green Product* dan Persepsi Harga terhadap Minat Beli Produk Tupperware. *Jurnal Akuntansi, Keuangan, dan Manajemen*, Vol. 4, No. 3, Pp. 195-207.
- Prasetyo, A. (2020). Pengaruh *Brand Image* terhadap *Purchase Intention*. *Jurnal Ilmiah Manajemen Universitas Brawijaya*, Vol. 10, No. 1, Pp. 1-10.
- Prastio, A. dan Rodhiah. (2021). Pengaruh *Perceived Quality*, *Social Influence*, Dan *Perceived Price* Terhadap *Purchase Intention* Brodo. *Jurnal Manajerial Dan Kewirausahaan*, Vol III No. 3/2021, Pp. 580-590.
- Putra, P. (2021). Pengaruh Citra Merek Dan Kualitas Produk terhadap Kepuasan Pelanggan Produk Mie Sedaap. *Jurnal Ilmiah Manajemen Dan Kewirausahaan*, Vol. 8, No. 1, Pp. 70-76.

- Rahmawati, K. A. Y. U. (2021). Pengaruh Citra Merek, *Celebrity Endorsement*, dan E-wom Terhadap Niat Beli Online Pada Skincare Dan Kosmetik Korea.
- Rahmawati, D. (2023). *The Impact Of Social Media Influencers On Purchase Intention: A Study On Generation Z In Indonesia*. *International Journal Of Business And Management*, Vol. 18, No. 2, Pp. 135-144.
- Rajasekar, D. (2018). *A Study On Purchase Decisions Of Celebrity Endorsement On Advertising Campaign In Influencing Consumer: Impact Analysis*. *International Journal Of Supply Chain Management*, Vol. 7, No. 1, Pp. 230–235.
- Rajasekar. dan Murasoli. (2021). *Impact Of Price On The Purchase Intention Of Consumers Regarding Luxury Products*. *NVEO - Natural Volatiles And Essential Oils Journal*, Vol. 8, Issue: 4, Pp. 6560-6564.
- Reven, D. dan Ferdinand, A. T. (2017). Analisis Pengaruh Desain Produk, Kualitas Produk, Harga Kompetitif, dan Citra Merek terhadap Keputusan Pembelian (Studi Pada Pelanggan Nesty Collection Jakarta). *Diponegoro Journal of Management*, Volume 6, Nomor 3, Tahun 2017, ISSN (Online): 2337-3792.
- Rosita, N. dan Tahmat. (2021). Pengaruh *Brand Image* dan Kualitas Produk Terhadap Minat Beli Konsumen pada Produk Tong Tji Tematik di Supermarket Borma Dago Dan Borma Cikutra. In: Seminar Sosial Politik, Bisnis, Akuntansi Dan Teknik (SoBAT) ke-3, 16 Oktober 2021, Bandung, Indonesia.
- Roshan, P. A. A. dan Sudiksa, I. B. (2019). Peran *Brand Image* Memediasi Pengaruh *Celebrity Endorser* Terhadap *Purchase Intention*. *E-Jurnal Manajemen Universitas Udayana*, 8(8), 5164. <https://doi.org/10.24843/ejmunud.2019.vo8.io8.p17>
- Saputra, Hidayat. Muhazirin, B. dan Panjaitan, Harry Patuan. (2021). Pengaruh Citra Merek, Kualitas Produk, Kualitas Layanan, Persepsi Harga dan Tempat Terhadap Minat Beli Konsumen Pada Bakso Sido Kangen Pekanbaru. *Lucrum : Jurnal Bisnis Terapan*, [S.l.], v. 1, n. 1, p. 48-61, jan. 2022. Available at: <<https://www.ejournal.pelitaindonesia.ac.id/ojs32/index.php/lucrum/article/view/1829>>.
- Sastrawan, K. A., & Pramudana, K. A. S. (2024). Peran *Brand Image* Memediasi Pengaruh *Social Media Marketing* Terhadap *Purchase Intention* (Studi Pada Kedai Berbagi Kopi Peguyangan Denpasar). *Jurnal Review Pendidikan dan Pengajaran (JRPP)*, Vol. 7, No. 3, Pp. 9613-9620.
- Schiffman, L. G. dan Kanuk, L. L. (2020). *Consumer behavior* (11th ed.). Pearson.
- Setiawan. (2018). Pengaruh *Celebrity Endorsement* Terhadap *Purchase Intention* Dengan *Brand Awareness* Sebagai Variable Mediasi pada Produk Green Tea Esprecielo Allure. *Jurnal Manajemen Pemasaran*. Vol. 12, No. 1, Pp. 53-60.
- Shrestha, S. K. (2019). *Celebrity Endorsement And Purchase Intention: A Structural Equation Modeling Approach*. *Management Dynamics*, Vol. 22, No. 2, Pp. 35–46.
- Sijoatmodjo, F. A. dan Soetedja, V. (2021). Pengaruh *Celebrity Endorsement* Terhadap *Purchase Intention* Dengan *Brand Awareness* Sebagai Variabel Mediasi Pada Produk Merek “Keekho”.
- Sociabuzz. (2018). *The State Of Influencer Marketing 2018 In Indonesia : Kupas Tuntas Tren Pemasaran Endorse*. Jakarta: Sociabuzz
- Social. (2019). Instagram Capai 62 Juta Pengguna Di Indonesia. *Katadata.co.id*.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (12th ed.). Cengage Learning.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabet.

- Sujana, M. S. A. S. dan Gientari, I G. A. K. (2017). Peran *Brand image* Memediasi Hubungan *Celebrity Endorser* dengan *Purchase Intention*. *Jurnal Forum Keuangan dan Bisnis Indonesia*, Vol. 6, No. 1, Pp. 313-324.
- Sujarweni, W. (2015). *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru Press.
- Sukaatmadja, I. P. G., Widagda, I. G. N. J. A., Yasa, N. N. K., Rahmayanti, P. L. D., & Tirtayani, I. G. A. (2023). *The Influence of Perceived Travel Risk, Celebrity Endorsement, and Destination Image on Attitude and Revisit Intention of Tourists*. *International Journal of Asian Business and Management*, Vol. 2, No. 4, Pp. 669-688.
- Tanjung, R. dan Keni, K. (2023). Pengaruh *Celebrity Endorser* dan *E-WOM* terhadap *Purchase Intention* Produk Skincare di Jakarta dengan *Brand Trust* sebagai Variabel Mediasi. *MBIA*, Vol. 22, No. 1, Pp. 88-102.
- Tjiptono, F. (2016). *Pemasaran Jasa*. Yogyakarta: Penerbit Andi.
- Verhoef, P. C. dan Leeflang, P. S. H. (2023). *Understanding Brand Loyalty: A Multidisciplinary Perspective*. Routledge.
- Watung, M. Massie, J. D. dan Ogi, I. W. (2022). Pengaruh *Electronic Word Of Mouth* dan *Celebrity Endorser* dengan *Brand Image* terhadap *Purchase Intention* Pembelian Tiket Online (Studi Pada Situs Traveloka). *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 10, No. 1, Pp. 1181-1191.
- Widya, L. dan Carunia, M. F. (2017). *Kebijakan dan Strategi Peningkatan Pendapatan Asli Daerah Dalam Pembangunan Nasional*. Jakarta: Yayasan Pustaka Obor Indonesia.