

THE INFLUENCE OF CELEBRITY ENDORSERS AND BRAND IMAGE ON THE BTS VERSION OF TOKOPEDIA ADVERTISEMENTS ON CONSUMER BUYING INTEREST USING THE TOKOPEDIA APPLICATION

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ABSTRACT

This study aims to determine the effect of celebrity endorsers and brand image on consumer buying interest using the Tokopedia application. Tokopedia is one of the online marketplaces that won The Best e-Commerce 2021 award. Celebrity attractiveness is one of the factors in choosing a celebrity to be an endorser for a product and always building a good brand image can be an effective strategy combination in marketing Tokopedia to consumers. This research is a quantitative study with a survey method conducted by distributing research e-questionnaires to 275 STIKIM Jakarta students who were selected using a stratified proportional random sampling technique. Processing of data analysis using SPSS version 21 program. Validity and reliability tests were carried out in testing the instrument and hypothesis testing was carried out with multiple linear regression analysis. Based on the results of the study, it can be concluded that the use of celebrity endorser BTS in Tokopedia advertisements and Tokopedia brand image have a simultaneous effect on buying interest using the Tokopedia application by 60.5 percent; the use of celebrity endorser BTS has an effect on buying interest using the Tokopedia application; and brand image has an effect on buying interest using the Tokopedia application.

Keywords: Celebrity Endorser, Brand Image, Buying Interest, Marketplace

INTRODUCTION

Survey results from the Indonesian Internet Service Entrepreneurs Association (APJII) suggest that the number and penetration of internet users in Indonesia from year to year continues to increase. Of the 266.91 million Indonesian population, at least more than 73.7% or 196.71 million people have connected to the internet in 2019-2020 (Q2) and in 2020 it is predicted to increase to 82.8%. The highest penetration of internet users comes from 20-24 years old at 14.1% and followed by 25-29 years old at 13.1%. With the number of internet users in Indonesia and increasing every year, the development of Indonesia's e-commerce world is also growing. This can be seen from the data published by katadata.com that the Global Web Index noted that Indonesia has the highest level of e-commerce users in the world. E-commerce is the activity of selling and buying goods or services through internet facilities. E-commerce can be done by anyone, without being limited by space and time. E-commerce activities actually contain the meaning of the relationship between sellers and buyers, transactions between business actors, and internal processes that support transactions with companies (Aribowo & Nugroho, 2013).

With the number of internet users in Indonesia and increasing every year, the development of the Indonesian ecommerce world is growing. Indonesia as the first ranked country with the largest e-commerce retail sales in Southeast Asia, is certainly very good for e-commerce

businesses. The growth of e-commerce is also marked by several e-commerce companies, each of which competes and carries out marketing communication strategies by advertising. According to Shimp (21: 18) one of the most important functions of advertising is to publicize the brand and advertisers take advantage of the value of trust by choosing endorsers who are widely regarded as honest, trustworthy, and reliable. Meanwhile, according to Royan (2007: 7) the use of celebrity endorsers must go through several considerations, including the level of popularity of celebrities with the problem of whether the selected celebrity can represent the character of the product being advertised.

Thanks to its role in developing online business in Indonesia, PT Tokopedia won the Marketeers of the Year 2014 award for the E-Commerce sector at the Markplus Conference 2015 event held by Markplus.Inc on December 11, 2014. On May 12, 2016, Tokopedia was selected as the Best Company in Consumer Industry from the Indonesia Digital Economy Award 2016. On October 7, 2019, Tokopedia announced South Korean music group BTS as the brand ambassador for Tokopedia. BTS is a global superstar group from South Korea under Big Hit Entertainment. BTS' tremendous growth and achievements have broken records in recent years, making them Tokopedia's endorsed brand.

Endorse is a way to promote the products of an online store by working with people who have many fans, or followers (celebrity endorsers). These people are artists, politicians, or ordinary people who have many followers. Celebrity endorsers are supporting figures in marketing communications. Celebrity endorsers are often referred to as direct sources, namely a speaker who delivers a message and or demonstrates a product or service (Belch & Belch, 2009). One of the factors that can influence purchase intention is the use of celebrity endorsers. Research conducted by (Simak, Saerang, & Jan, 2017) entitled "The Effect of Celebrity Endorsers and Television Advertising on Buying Interest in Yamaha Motorbikes" shows that celebrity endorsers simultaneously have a positive effect on buying interest which is the beginning of purchasing decisions. This proves that celebrity endorsers indicate a strong relationship to purchasing decisions.

Research conducted by (Sukma, Nurcahya, & Suryani, 2016) entitled "The Effect of Celebrity Endorser, Brand Image and Trust on Purchasing Decisions for Men's Biore Facial Cleansing Products" shows that celebrity endorsers, brand image, and trust partially have a positive and significant effect on purchasing decisions for Men's Biore facial cleansing products in Denpasar City. These two studies illustrate that celebrity endorsers have an effect on buying interest in the products or services offered.

In creating a good product image for consumers, companies must carry out various strategies to create new opportunities in the eyes of consumers by creating a brand image that can be accepted by consumers and produce a positive thing in the minds of consumers in order to create consumer confidence in the products sold by the company. Brand image is something that is important in creating consumer buying interest, a good brand image is a brand image that brings positive value to a brand, so that consumers will always think positively about the brand and will generate consumer buying interest. research conducted by Nita Meiliani (2015), namely the analysis of the effect of the attractiveness of product design, promotional attractiveness, and perceived quality on brand image and its impact on consumer purchase interest states that promotional attractiveness has a positive effect on brand image, perceived quality has a positive effect on brand image, and perceived quality has a positive effect on purchase interest. Another study was conducted by Rizky Suci Febriyanti with the title: The Effect of Celebrity Endorser

and Brand Image on Purchasing Decisions Through Purchase Intention. The research method used is quantitative method and the type of research is comparative causal research. The test results show that celebrity endorsers and brand image have a significant and positive effect on buying interest (Febriyanti & Wahyuati, 2016). Based on the assumptions described above, this study wants to find the effect of utilizing celebrity endorsers and brand image on the emergence of buying interest in the case of Tokopedia Ads using BTS as the endorsed product.

THEORETICAL FRAMEWORK

The core of all marketing communication elements is communication. Companies convey communication messages through various ways, one of which is through advertising. The role of advertising in marketing is to build awareness of the existence of the products offered, increase consumer knowledge about products, persuade potential consumers to buy and use these products and to differentiate themselves from one company to another (Suyanto, 2016).

A good advertising strategy depends on careful marketing planning (Bovee & Arens, 1986: 242). Marketing plan reflects the objectives of the company that will advertise. Furthermore, reminding or maintaining a brand or product is something that is directly related to the advertising message. This means that advertising messages can maintain an existing brand or product or as a reminder to the target audience, as long as in the future it can also create an attitude to encourage the act of purchasing the product. Advertising creative strategy serves as one of the factors that can help to arrive at these things including maintaining a brand or as a reminder of an existing brand or product.

Celebrity endorsers are everyone who is widely recognized by the public and uses this popularity by appearing in advertising. Meanwhile, Shimp (2013, p.62) states that celebrities are figures known to the public for their achievements in different fields from the class of products they support. Celebrities have an appeal that can be used as an effective strategy when used by advertisers in promoting products and services. Batra, Myers, & Aaker, (2009, pp. 94-96) divide four types of endorsers that can be used by companies, including celebrities, experts, a typical satisfied customer (an unknown person but able to resemble the target audience), and announcers. Brand image can be considered as a certain type of association that arises in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts attributed to a brand (Shimp, 2003: 12). Furthermore, Shimp (2003:12) conceptualizes a brand association based on (1) type, (2) support, (3) strength, and (4) uniqueness. A positive brand image is indispensable for companies to attract new customers and retain existing customers.

Consumer interest is how likely consumers are to buy a brand or how likely consumers are to switch from one brand to another (Kotler and Keller, 2007). Interest is an external influence, awareness of needs, product recognition and evaluation of alternatives are things that can generate consumer buying interest. This external influence consists of marketing efforts and socio-cultural factors (Schiffman & Kanuk, 2007).

In this study, the operational variables were developed as follows: a) The dimensions and indicators of Celebrity Endorser based on Terence A Shimp's theory are an elaboration of Magniti and research by Seno and Lukas so that this variable has ten dimensions, namely Trustworthiness, Expertise, Match of Image and Values, Genuinity Support, Reference Group, Exxclusivity, Attractiveness, Respect, Similitude, and Credibility, b) To develop dimensions and indicators of

Brand Image, Aaker's theory is used (2016: 166). This variable has four dimensions, namely product attributes, intangible attributes, benefits and brand attitudes, and c) The dimensions and indicators of a prospective consumer's buying interest according to Ferdinand (2006) are Transactional Interest, Referential Interest, Preferential Interest, and Exploratory Interest.

METHODS

This research uses quantitative research methods. The quantitative method is an approach that describes or explains a problem whose results can be generalized. The paradigm used in this study uses the classical paradigm, which includes the positivist paradigm. The population is the object to be examined in research, before determining the sample. the research population is students of the Indonesian Maju College of Health Sciences who are registered until October 2021, the number of STIKIM students in semester 1 from jenjang D1 to S2, namely 880 students. A good research sample is a sample that is stated to be representative of the characteristics of the population. The number of samples in this study was determined by the Slovin formula with a standard error of 5%, totaling 275 respondents. The sampling technique used in this study is stratified proportional random sampling, namely the selection of samples based on the proportion of each class or stratum in the population (Arikunto, 2014: 85).

Inferential statistics are data analysis techniques used to determine the extent of similarity between the results obtained from a sample and the results that will be obtained in the population as a whole. So inferential statistics help researchers to find out whether the results obtained from a sample can be generalized to the population (Creswell, 2016). This study uses multiple regression where the regression equation to examine the effect of 1 dependent variable with 2 or more independent variables. Multiple regression in this study is used to see usually the effect of two independent variables, namely celebrity endorser and brand image on purchase intention as the dependent variable.

The questionnaire research instrument was then tested for validity and obtained results,
Validity Test Results

Variable	Value Range r count	r table	Total Item	Decision
Celebrity Endorser	0,466 – 0,913	0,423	25	Valid
Brand Image	0,609 – 0,889		12	Valid
Purchase Intention	0,814 – 0,927		7	Valid

From the table, it is known that all question items on the celebrity endorser variable, brand image and purchase intention are declared valid because they have the lowest r value > r table (0.423). Thus, 25 question items on the celebrity endorser variable, 12 question items on the brand image variable and 7 questions on the interest variable can be used in the next research data collection process.

Reliability Test Results

Variable	Cronbach Alph	Interval	Criteria
Celebrity Endorser	0,970	0,800 – 1,00	Very Reliable
Brand Image	0,957		Very Reliable
Purchase Intention	0,962		Very Reliable

Based on the data on the Cronbach alpha value of each variable in this study > 0.6 , namely celebrity endorser (0.970), brand image (0.957) and purchase intention (0.962). Referring to the reliability index (table III.11), the results of the reliability test of the three variables are declared to meet the criteria for being very reliable because they have Cronbach alpha in the value range of 0.800 - 1.00.

DISCUSSION

The research results were obtained after collecting field data and processing data using inferential statistical analysis. The independent variable celebrity endorser and brand image and the dependent variable of purchase intention are 1.264, the results of this calculation are the same as the results manually and in the Asym. Sig. (2-tailed) of 0.082 or greater than 0.05, it can be concluded that the residuals spread normally and vice versa. Thus, from the results of the normality test of the Kolmogorov Smirnov method, the data on the celebrity endorser variable, brand image variable and purchase intention variable are normally distributed. The goodness of fit test is carried out to see whether the research model used is suitable for analysis to answer the research problems stated in hypothesis 1 below.

Hypothesis 1

Ho1: There is no simultaneous influence of BTS celebrity endorsers and brand image on buying interest in using the Tokopedia application.

Ha1: There is a simultaneous influence of BTS celebrity endorsers and brand image on buying interest in using the Tokopedia application.

It is known that the significance value is $0.000 < 0.05$ and the calculated F value is 208.051 with a sig of 0.000. At $df_1 = 2$ and $df_2 = 272$, the value of F table is 3.029. Referring to the provisions (a), it can be concluded that there is a simultaneous influence between BTS celebrity endorsers and brand image on buying interest in using the Tokopedia application, which means Ha1 is accepted.

R Square 0.605, which means that the celebrity endorser and brand image variables together (simultaneously) are able to influence the purchase intention variable by 60.5% ($KD = 0.605 \times 100\%$). While the remaining 39.5% is influenced by other variables not examined. The regression equation is obtained by regressing the Celebrity Endorser (X1) and Brand Image (X2) variables as independent variables and Purchase Interest (Y) as the dependent variable. From the results of the equation, it is known that the constant value is 0.812 and the standard error is 0.481, which indicates that if the Celebrity Endorser and Brand Image variables are constant, then the Purchase Intention

is 1.293 (constant - standard error). The X1 regression coefficient of 0.248 indicates that each additional value in the Celebrity Endorser variable is 1 unit assuming the Brand Image variable is constant, it will increase the Purchase Intention to 1.541 (constant + X1 + standard error).

Hypothesis 2

Ho2 : There is no influence of BTS Celebrity Endorser on Interest Buy using the Tokopedia application

Ha 2: There is an influence of the BTS Celebrity Endorser on Buying Interests using the Tokopedia application.

It is known that the t value of celebrity endorser is (13.314) with sig (0.000). The t value in the table is obtained from $df = 272$, $\alpha = 0.05$, the two-party test is 2.830. Referring to the provisions of point testing (b) where $t \text{ count } (13.314) > t \text{ table } (2.830)$ and $\text{sig } (0.000) < \alpha (0.05)$ means that Ho is rejected and Ha is accepted. Thus Ha2 which states that there is an influence of BTS Celebrity Endorsers on Buying Interests using the Tokopedia application is acceptable.

Hypothesis 3

Ho2 : There is no influence of Brand Image on Purchase Intention using the Tokopedia application. Ha2: There is an influence of Brand Image on Purchase Intention to use the Tokopedia application.

The value of t is obtained by calculating brand image (5.142) with sig (0.000). With the same t table value and referring to the provisions of the point test (b), a comparison of t count (5.142) $>$ t table (2.830) and $\text{sig } (0.000) < \alpha (0.05)$ means that Ho is rejected and Ha is accepted. Thus Ha3 which states that there is an influence of Brand Image on Purchase Intention to use the Tokopedia application is acceptable.

Thus the results of this study have proven that the selection of BTS as the endorser of the Tokopedia company is deemed appropriate enough to influence purchase intention to use the Tokopedia application. The results of this study are also in line with Tokopedia's success in winning the title of The Best e-Commerce 2021. Likewise, based on the results of the t test, it is known that the value of t calculates brand image (5.142) with sig (0.000). These results show that there is an influence of brand image on consumer buying interest using the Tokopedia application because $t \text{ count } (5.142) > t \text{ table } (2.830)$ and $\text{sig } (0.000) < \alpha (0.05)$. While the regression coefficient X2 is 0.240 indicating that each value added to the brand image variable is 1 unit assuming the celebrity endorser variable remains constant, it will increase buying interest. Thus these results prove that brand image can influence consumer buying interest because of a good brand image about the product it has.

The results of this study are in line with the S.O.R theory which explains a communication process from a stimulus that can influence a person in making a decision or response to that stimulus. The attention of STIKIM Jakarta students to the Tokopedia application can be increased through massive advertisements by utilizing celebrity endorsers. By delivering advertising messages by clear celebrity endorsers and using the right media, it is hoped that this will encourage STIKIM Jakarta students to increase their buying interest in using the Tokopedia application. Likewise with celebrity endorsers, the use of celebrity endorsers by Tokopedia companies aims to form consumer attitude statements and influence buying interest and consumer purchasing decisions. The use of celebrity endorsers must go through several considerations,

including the level of celebrity popularity with the problem of whether the chosen celebrity can represent the character of the product being advertised.

CONCLUSION

Celebrity endorsers with their various aspects influence consumer buying interest in using the Tokopedia application. the popularity of a celebrity among target consumers creates interest and a tendency to do coping following the message conveyed by the public so that it is easier to build consumer buying interest. The use of the Celebrity endorser strategy in Tokopedia advertisements and the Tokopedia brand image has a simultaneous effect on purchase intention using the Tokopedia application by 60.5%. Brand image or brand image can be considered as a certain type of thought relationship that appears in the minds of consumers when remembering a particular brand. Tokopedia always tries to improve its brand image by carrying out Corporate Social Responsibility (CSR) in various forms. Among them is Tokopedia Bersama (acting for others) which has a commitment to be able to bridge and increase social awareness in order to maximize the potential capacity of community groups in need. Programs like this build a brand image which ultimately has a positive correlation with the formation of purchase intention

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