

The Influence of Kobe Bryant as an Endorser and Subjective Norms on Consumer Purchase Intentions for Nike Basketball Shoes

Mohammed Alvan Principia Henry^{1✉}, Budi Astuti², Basu Swastha Dharmmesta³

Faculty of Business and Economics, Universitas Islam Indonesia, Yogyakarta, Indonesia^{1,2}

Faculty of Economic and Business, Universitas Gadjah Mada, Yogyakarta, Indonesia³

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Abstract

Advances in information and communication technology have made it easier for public figures, such as the late Kobe Bryant, a basketball star from the United States, to be recognized by people around the world, including Indonesia. Sportswear and footwear manufacturer Nike has capitalized on its popularity to market sports products, especially basketball shoes, products that fit Kobe Bryant's area of expertise. This study aims to analyze the effect of attitudes towards Kobe Bryant as an endorser, attitudes towards the Nike brand, and subjective norms on consumer purchase intentions for Nike brand basketball shoes. The population in this study are Indonesian people who have knowledge of Kobe Bryant and the Nike brand but have never bought Nike brand basketball shoes. Primary data was collected by distributing questionnaires boldly to 231 respondents. Purposive sampling technique aims to be used to determine the sample. Four hypotheses have been tested using the AMOS program version 24 and the Structural Equation Modeling (SEM) method; and all hypotheses are supported.

Pengaruh Kobe Bryant Sebagai Endorser dan Norma Subjektif Pada Niat Beli Konsumen Sepatu Basket Nike

Abstrak

Kemajuan teknologi informasi dan komunikasi memudahkan figur publik, seperti almarhum Kobe Bryant, bintang olah raga basket dari Amerika Serikat, dikenal oleh masyarakat di dunia, termasuk Indonesia. Produsen pakaian olah raga dan sepatu Nike telah memanfaatkan kepopulerannya untuk memasarkan produk olah raga, khususnya sepatu basket, produk yang sesuai dengan bidang keahlian Kobe Bryant. Penelitian ini bertujuan untuk menganalisis pengaruh sikap terhadap Kobe Bryant sebagai endorser, sikap terhadap merek Nike, dan norma subjektif pada niat beli konsumen sepatu basket merek Nike. Populasi dalam penelitian ini adalah masyarakat Indonesia yang mempunyai pengetahuan mengenai Kobe Bryant dan merek Nike tapi belum pernah membeli sepatu basket merek Nike. Data primer diambil dengan menyebarkan kuesioner secara daring kepada 231 responden. Teknik penyampelan bertujuan digunakan untuk menentukan sampel. Empat hipotesis telah diuji menggunakan program AMOS versi 24 dan metode Structural Equation Modeling (SEM); dan semua hipotesis terdukung.

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✉Correspondence Address

Institutional address : Universitas Islam Indonesia, Yogyakarta, Indonesia

Email: viaalvan@gmail.com

INTRODUCTION

The products and services offered by companies are increasingly diverse. This makes the competition between brands increasingly fierce, so companies use it as a reason to invest in communicating their brands to compete. Therefore, marketers try to make advertisements more attractive and look good to the public. One way is to present a public figure as a celebrity endorser. McCracken (1989) has defined a celebrity endorser as an individual who enjoys public recognition and uses this recognition on the brand name of a consumer good displayed with him in an advertisement. The increase in the popularity of celebrity endorsers, especially celebrity-athlete endorsers, continues to occur as mentioned in research by Bergkvist & Zhou (2016), Kim et al. (2007), Wu & Li (2013), and Lear et al. (2009) that companies often use product support as part of their marketing strategy. While Stafford et al. (2003) have identified celebrity-athlete endorsers as well-known athletes or coaches who use public recognition to recommend or present products in advertisements.

Blue Ribbon Sport is the name of a company founded by Bill Bowerman and Phil Knight in 1964 (Britannica, 2019). The company was later transformed into Nike and is a giant sportswear brand. Over the years Nike has come a long way by expanding its product line. Nike, with its rapid progress, has managed to hook several athletes to become their brand ambassadors, one of which is Kobe Bryant.

Kobe Bryant is an NBA legend who throughout his career played for the LA Lakers club. During his career as a basketball player, he won several prestigious awards such as 5 NBA championships, 2 MVP finalists, and 1 MVP championship in one competitive season (bleacherreport.com). After retiring from the world of basketball, Kobe Bryant opened his own basketball school called Mamba Academy and continued to market Nike products. Kobe Bryant has been a brand ambassador for Nike since 2003 after signing a contract worth USD 45 million (sourcingjournal.com); the amount is very

commensurate with what Nike can. According to Forbes, only from the sale of his shoes in 2019, Kobe Bryant was able to earn as much as 16 million USD. However, on January 26, 2020, Kobe and the other passengers (including his daughter Gianna Bryant) died in a plane crash.

This study aims to link the name of Kobe Bryant as a famous endorser who has passed away with consumer buying behavior towards Nike products. In this study, researchers took the subject of Kobe Bryant, and the attitude towards the brand he supports and how far the role of other people is in giving suggestions to consumers to cause an intention to buy Nike brand shoes.

The study conducted found that there was a positive influence from endorsers on consumer purchase intentions. In detail, it found a positive and significant effect of attitudes towards endorsers on consumer purchase intentions, attitudes towards endorsers on attitudes towards brands, attitudes towards brands on consumer purchase intentions, and subjective norms on consumer purchase intentions (von Felbert & Breuer, 2020). This research is a modification of the research of von Felbert & Breuer (2020) by adding the subjective norm variable taken from Theory of Reasoned Action and changing the research object to the Nike brand and its endorser, namely Kobe Bryant.

Hypothesis Development

Theory of Reasoned Action

Theory of reasoned action (TRA) is a development of Fishbein-Ajzen's model of behavioral intention, which is a model that shows a person's attitude and subjective norms lead to the emergence of behavioral intentions, and behavioral intention is an incentive to do something (Sheth & Mittal, 2004). According to Fishbein & Ajzen (2010) Theory of reasoned action describes that behavioral intention, which is a direct antecedent to behavior, is a function of salient information or beliefs about the possibility that performing a certain action will lead to a certain result. Based on the logic of reasoned action, Fishbein & Ajzen (2010) divide beliefs as antecedents of attitudes and subjective norms

into three conceptually distinct parts, namely behavioral beliefs, normative beliefs, and control beliefs. Madden et al. (1992) explained that behavioral beliefs have a strong influence on individual attitudes toward behavior, while normative beliefs influence individual subjective norms about behavior. Fishbein & Ajzen (2010) define attitude as a latent disposition or tendency to respond with a certain degree of like or dislike towards a psychological object. According to Park (2000) subjective norms are a function of normative beliefs about the significant other's social expectations and the individual's motivation to follow the significant other's suggestions.

Attitudes Towards Endorser

Attitude towards the endorser is intended as a consumer attitude towards the endorser of a particular brand. As the name implies, the attitude towards the endorser is influenced by the endorser himself, how he must create a good image for the brand he supports and for himself. Attitude towards the endorser is built through three attributes, namely expertise, trustworthiness, and attractiveness. Expertise relates to the perceived level of understanding, skills, and knowledge possessed by the endorser. Weidmann & von Mettenheim (2020) mention, being an expert is defined as someone who has a high level of knowledge in their field, has experience, and the ability to solve problems in a domain. They add that becoming an expert requires hard work, long-term training, experience and/or practice. Trust is built based on the honesty, integrity and trust of an endorser. Attractiveness is an attractive trait possessed by an endorser. However, Weidmann & von Mettenheim (2020) stated that attractiveness refers more to a person's physical appearance.

Several previous studies have examined the relationship between attitude and purchase intention in certain dimensions, one of which is attitude toward endorsers (Kim & Na, 2007; Bergkvist & Zhou, 2016). According to Um & Jang (2020), the emergence of strong consumer intentions to buy is caused by high identificati-

on with celebrity endorsers. On the other hand, research by Bergkvist & Zhou (2016) also states that attitudes toward endorsers have a positive effect on consumer purchase intentions; This can be seen as an indication of an increase in sales. Thus the attitude towards the endorser influences purchase intention, so a hypothesis can be made as follows.

H1: Attitude towards the endorser has a positive effect on purchase intention.

A brand supported by an endorser is always attached to him wherever he is. A study conducted by von Felbert & Breuer (2020) shows that consumer attitudes toward endorsers have a positive effect on consumer attitudes toward brands. Therefore, the hypothesis is formulated as follows.

H2: Attitude towards the endorser has a positive effect on attitudes towards the brand.

Attitudes Towards Brand

Attitude towards a brand is defined as "the extent to which consumers feel that the company has the knowledge or ability to fulfill its claims and whether the company can be trusted to tell the truth" (Newell & Goldsmith, 2001). One study conducted by Choi & Rifon (2002) showed that attitudes Brand and purchase intention are positively related to each other. In other words, attitude towards the brand is an important determinant of consumer purchase intentions. Another study conducted by Sheeraz et al. (2016) and von Felbert & Breuer (2020) also found that attitude toward a brand has a significant influence on purchase intention. Thus the hypothesis can be formulated as follows.

H3: Attitude towards the brand has a positive effect on purchase intention.

Subjective Norm

According to Fishbein & Ajzen (2010) subjective norm is a person's perception that most people who are considered important to

him think he should (or shouldn't) perform a certain behavior. Therefore, subjective norms are formed from normative beliefs and willingness to follow the advice of important people (Dharmmesta, 1998; Dharmmesta & Khasanah, 1999). Subjective norms are one of the determining factors of behavioral intentions. So, people have the intention to perform a certain behavior when they believe that other people who are important to them think that they should do it (Fishbein & Ajzen, 2010, p. 181). Meanwhile, Jain (2020) and Ajzen (1991) in their research stated that subjective norms are positively related to purchase intention. Therefore, the hypothesis can be formulated as follows.

H4: Subjective norms have a positive effect on purchase intentions

Purchase Intention

In general it can be said that intention is a tendency to act. In the context of buying, purchase intention is described as something that determines an individual's decision to do or not to do a buying behavior (Parianti et al., 2016). Intention exists in the condition of a person who has not made a decision regarding a behavior. So, purchase intention can be interpreted as an inclination to purchase a specific brand. In the process of making purchasing decisions by consumers, Fishbein & Ajzen (2010) explained that intention is a strong predictor of behavior. So, the consumer's intention to buy something is one step before the consumer decides to buy. The research model that describes the relationship between variables can be seen in Figure 1.

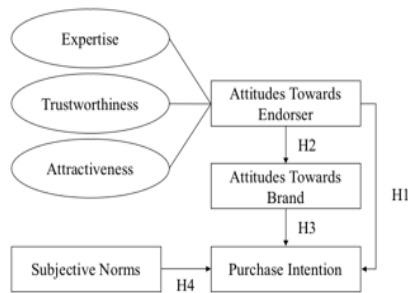


Figure 1. Research Model

Source: Adapted from Felbert & Breuer (2020)

METHOD

In this study data was collected through a survey using an electronic questionnaire. The population of this research is people that had knowledge about Kobe Bryant and the Nike brand. The data that was processed and fulfilled the requirements came from 231 respondents that we got from distributing online questionnaires, namely they had knowledge about Kobe Bryant and the Nike brand, but had never bought Nike brand basketball shoes. Determination of the sample using the purposive sampling method. Measurement of each variable is based on the number of indicators with a five-point Likert scale from Strongly Disagree to Strongly Agree and was measured with SEM AMOS.

Variable Measurement

Attitudes Towards Endorsers

According to Fishbein & Ajzen (2010), attitude is defined as a latent disposition or tendency to respond in a way that is favorable or unfavorable to a psychological object, in this context, namely an endorser. In their research, von Albert & Breuer (2020) evaluated attitudes toward endorsers through three dimensions, namely,

Expertise.

Erdogan (1999) defines expertise as the extent to which a communicator is considered a source of valid statements. To measure the dimensions of expertise according to Wu & Li (2013) the following indicators are used.

- This guy is an expert
- This person is experienced
- This person is knowledgeable
- This guy qualifies
- This guy is skilled

b. Trustworthiness.

According to Erdogan (1999), trust refers to the honesty, integrity and trustworthiness of an endorser. Trust according to Wu & Li (2013) the dimension of trust has the following indicators.

- This person can be trusted
- This person is honest
- This person is reliable

- This person is sincere
- This person is trusted

c. Attractiveness.

Attractiveness is an attractive trait found in an endorser. The indicators for measuring the attractiveness dimension according to Wu & Li (2013) are as follows.

- This person is interesting
- This person is classy
- This person is handsome
- This person is stylish

Attitudes Towards Brands

Referring to Fishbein & Ajzen (2010), attitude is defined as a latent disposition or tendency to respond in a way that is favorable or unfavorable to a psychological object, in this context, a brand. Referring to Mitchell & Olson's (1981), attitudes toward brands can be measured using the following indicators.

- This brand is good
- This brand is liked
- This brand is comfortable to use
- This brand has good quality

Subjective Norms

Subjective norm is defined as an individual's perception that most people who are important to him think he should (or shouldn't) perform a certain behavior (Fishbein & Ajzen, 2010). Before that, Park (2000) made a statement similar to Fishbein & Ajzen, namely that subjective norms are a function of normative beliefs about the social expectations of significant others and individual motivation to obey other important people. The indicators used to measure subjective norms according to Madden et al. (1992) are as follows.

- Beliefs about the advice of important people
- Motivation to follow the advice of important people

Purchase Intention

Referring to Fishbein & Ajzen (2010), behavioral intention or intention is an indication of a person's readiness to perform an action or behavior. In this context the type of behavior

is buying behavior. According to Younus et al. (2015), purchase intention is a consumer preference for buying a product or service. To measure purchase intention, Liang & Lin (2018) use the following indicators.

- Will buy
- Will try to buy
- Intend to buy

RESULT AND DISCUSSION

Respondent Characteristic Descriptive Analysis

In this study, the amount of data processed came from 231 respondents. Based on the descriptive analysis of the characteristics of the respondents studied, the dominant group was 52.38% male; based on age the dominant group was the age category of 20-30 years as much as 61.47. Furthermore, at the last level of education, the majority of respondents came from the high school and equivalent category, as much as 58.87%; and the majority work as students as much as 70.56%. The range of income in a month with the most frequency is in the unearned category, namely 43.29%; and based on domicile dominated by Java Island as much as 88.31%. Complete data on the characteristics of the respondents can be seen in Table 1.

Table 1. Respondents' Demographic Characteristics

| Demographic Profile | Amount | Percentage |
|---------------------|--------|------------|
| Gender | | |
| Man | 121 | 52.38% |
| Woman | 110 | 47.62% |
| Age | | |
| Less than 20 years | 51 | 22.08% |
| 20-30 | 142 | 61.47% |
| 31-40 | 10 | 4.33% |
| 41-50 | 23 | 9.95% |
| Over 50 years | 5 | 2.16% |
| Domicile | | |
| Java Island | 204 | 88.31% |
| Kalimantan island | 10 | 4.33% |

| | | |
|--------------------------------|-----|--------|
| Sumatera island | 8 | 3.46% |
| Sulawesi island | 1 | 0.43% |
| New Guinea | 1 | 0.43% |
| Bali Island | 6 | 2.60% |
| West Nusa Tenggara Island | 1 | 0.43% |
| East Nusa Tenggara Island | 0 | 0 % |
| Last Education | | |
| SD | 3 | 1.30% |
| Middle school equivalent | 8 | 3.46% |
| high school equivalent | 136 | 58.87% |
| Diploma | 4 | 1.73% |
| S1 equivalent | 30 | 12.99% |
| S2 equivalent | 8 | 3.46% |
| S3 equivalent | 2 | 0.87% |
| Profession | | |
| Student / Student | 163 | 70.56% |
| Self-employed | 21 | 9.09% |
| Private employees | 34 | 14.72% |
| Athlete | 4 | 1.73% |
| Lecturer | 4 | 1.73% |
| civil servant | 5 | 2.16% |
| Income Range in a Month | | |
| Not yet earning | 100 | 43.29% |
| <1 million | 30 | 12.99% |
| 1-2 Million | 35 | 15.15% |
| 2.1-3 Million | 26 | 11.26% |
| 3.1-4 Million | 11 | 4.76% |
| 4.1-5 Million | 4 | 1.73% |

Variable Descriptive Statistics

Descriptive statistics describe how well each variable is based on calculating the average. The attitude towards the endorser, namely Kobe Bryant, has an average score of 3.99 which means good. This variable has three dimensions, the first is expertise with an average value of 4.01 which means that the endorser is seen as an expert by the respondents. The second dimension is trusted with an average value of 3.98, meaning that the endorser in question is trusted by the respondents. The third dimension is attractiveness with an average value of 3.99, which means that the endorser is seen as attractive according to the respondents.

As shown in Table 2, the attitude towards the brand variable has an average score of 3.49 which means that the consumer's attitude towards the brand, namely Nike, is good. Subjective norms have an average score of 3.67 which illustrates that the suggestions of important people according to respondents are considered good; while the intention to buy has an average rate of 3.23 which means that the respondent's intention to buy Nike brand basketball shoes is not too strong.

Table 2. Variable Descriptive Statistics

| Variable | Dimensions | Average |
|----------------------------|-----------------|---------|
| Attitude towards Endorsers | Expertise | 4.01 |
| | Trustworthiness | 3.98 |
| | Attractiveness | 3.99 |
| Attitudes towards Brands | | 3.49 |
| Subjective Norms | | 3.67 |
| purchase intention | | 3.23 |

Data Analysis

Data analysis was performed using the AMOS program version 24.0. Data analysis procedures include testing the normality of data distribution, testing outliers, testing validity and reliability, structural analysis, and testing hypotheses.

Data Normality Testing

A test of normality of data distribution was performed using the z-values (critical ratio or CR of AMOS 24.0 output) of the skewness and kurtosis values of the data distribution. According to Ghozali (2017), the critical value is set at ± 2.58 with a significance level of 0.01. The results of the data normality test can be seen in Appendix.

The normality test of the data distribution indicates that the majority of the data are univariate normal, with critical ratio values (c.r.) for both kurtosis and skewness ranging from -2.58 to +2.58 . The multivariate data, on the other hand, meet the usual assumptions, since the value of -1.543 is within ± 2.58 .

Outliers Testing

An outlier test is a test of data that has unique characteristics or differs from other data in the form of extreme values. If the test results show that the value exceeds the limit of 49.728, you indicate an outlier. In this study, Mahalanobis distance data was obtained from outlier test results. After testing, all the presented data showed no value above 49.728. From this we can conclude that there are no outliers in the data and the analysis can proceed to the next step.

Validity and Reliability Testing

Confirmatory factor analysis (CFA) is used to test whether the indicators that make up the variables are valid and significant. One of the benefits is to measure and evaluate construct validity based on the proposed measurement theory.

From this result, we can see that the factor loading values for all indicators in this study are above 0.5, and we can conclude that all indicators in this study are in a valid state. Furthermore, the result shows that the configuration reliability of all variables has values greater than 0.7. That is, the sampled variance values for all variables in this study are greater than 0.5. From this we can conclude that the questionnaire used in this study was declared reliable.

Structural Analysis

The structural fit model is an important one to evaluate before hypothesis testing. A good model shows a Good Fit category that indicates the fit with which the model can produce good quality. First, run a fit test to see if it meets the requirements of your existing model. Table 5 shows the results of the goodness-of-fit test.

The goodness-of-fit test results show that the six goodness-of-fit requirements, namely CMIN/DF, RMSEA, GFI, CFI, TLI, and NFI, are met with continuous values. 1,200; 0.030; 0.912; 0.987; 0.985; There is one category that falls under the sex criteria, namely AGFI with values. of 0.890. From these conditions, we can conclude that the model proposed in this study is acceptable.

Hypothesis test

The hypothesis has been tested using the AMOS program version 24 and the Structural Equation Modeling (SEM) method. The hypothesis testing was carried out to answer the questions in this study or to analyze the structural model relationships. The results of data analysis to test the hypothesis can be seen from the value of the standardized regression weight which shows the coefficient of the influence of the antecedents on the consequences as shown in Table 3.

From Table 3 it can be seen that the first hypothesis, namely the attitude towards the endorser has a positive and significant influence on purchase intention with an estimated value of 0.233 and a p-value of 0.019. This shows that the first hypothesis is supported. In the second hypothesis, it can be seen that the attitude toward the endorser has a positive and significant effect on the attitude toward the brand with an estimated value of 0.393 and a p-value of 0.000. This shows that the second hypothesis is also supported. The third hypothesis shows that attitude toward the brand has a positive and significant influence on purchase intention with an estimated value of 0.230 and a p-value of 0.000. These results indi-

Table 3. Hypothesis Testing Results

| Connection | Estimates | SE | CR | P-value | Information |
|--|-----------|-------|-------|---------|-------------|
| Purchase Intention → Attitude Towards Endorser | 0.233 | 0.100 | 2.341 | 0.019 | supported |
| Attitude Towards Brand → Attitude Towards Endorser | 0.393 | 0.098 | 4.002 | 0.000 | supported |
| Purchase Intention → Attitude Towards Brand | 0.230 | 0.063 | 3.643 | 0.000 | supported |
| Purchase Intention → Subjective Norm | 0.470 | 0.111 | 4.238 | 0.000 | supported |

cate that the third hypothesis is supported. The fourth hypothesis is that subjective norms have a positive and significant effect (estimate 0.470 and $p = 0.000$) on purchase intention. This means the fourth hypothesis is supported. Thus all the hypotheses in this study are supported.

The results obtained from this study indicate that hypothesis one, the attitude variable towards the endorser has a positive and significant effect on purchase intention. This shows that the better the consumer's attitude towards the endorser Kobe Bryant, the higher the consumer's purchase intention towards Nike brand basketball shoes. The results of this study are in line with previous research by Fraser et al. (2016) who found that a positive attitude towards endorsers caused by the attractiveness of an athlete not only significantly increases brand purchase intention, but also achieves good purchase intention. However, the results of this study are in contrast to the findings of von Felbert & Breuer (2020) which show that attitudes toward endorsers do not have a significant effect on consumer purchase intentions.

Furthermore, the results obtained regarding the second hypothesis of this study indicate that attitudes toward endorsers have a positive and significant effect on attitudes toward brands. This shows that the better the consumer's attitude toward the endorser Kobe Bryant, the better the consumer's attitude toward the Nike brand. The results of this study support the findings of von Felbert & Breuer (2020) which show that consumer attitudes toward endorsers have a positive effect on consumer attitudes toward brands.

The results of the third hypothesis in this study, namely the attitude towards the brand have a positive and significant influence on purchase intention. This shows that the better the consumer's attitude towards the Nike brand, the higher the consumer's purchase intention towards Nike brand basketball shoes. This study corroborates previous research from Sheeraz et al. (2016) and von Felbert & Breuer (2020) which state that attitude towards a brand has a significant influence on purchase intention. The results

of this study also prove the findings of Parianti et al. (2016) regarding attitudes that generally have a positive role in forming intentions.

The results of the fourth hypothesis in this study are that subjective norms have a positive and significant influence on purchase intentions. This indicates that the stronger the perceived subjective norm, the higher the intention to buy Nike-brand basketball shoes by consumers. This study proves Fishbein & Ajzen (2010) regarding subjective norms playing a role in the formation of behavioral intentions, which in this study is buying behavior. This research is also in line with Jain's statement (2020) in his research which states that subjective norms are positively related to purchase intention.

CONCLUSION AND RECOMMENDATION

Based on the results of the analysis with 231 respondents as a sample, it can be concluded that overall, the model used in this study has been shown to have strong predictive power in forming consumer intentions to buy Nike brand basketball shoes. Of the three antecedent variables that form purchase intention as a consequence variable, namely attitudes toward endorsers, attitudes toward brands, and subjective norms, it turns out that subjective norms have the strongest influence. The social pressure felt by consumers, in this case regarding the suggestions of important people in the eyes of consumers to buy Nike brand basketball shoes, becomes very important. The stronger the consumer's intention to buy Nike brand basketball shoes is largely determined by the strength of other people's suggestions.

Furthermore, attitudes toward Kobe Bryant as an endorser, although their role is not as strong as subjective norms in forming purchase intentions, their role is also important. Consumers will intend to buy Nike brand basketball shoes if their attitude towards Kobe Bryant is good. Likewise, good consumer attitudes towards Kobe Bryant also have an important role in shaping their attitudes towards the Nike brand. Good consumer attitudes towards the

Nike shoe brand also play a role in forming consumer purchase intentions for Nike brand basketball shoes. The better the attitude of consumers towards the Nike basketball shoe brand, the stronger their intention to buy Nike brand basketball shoes.

The use of Kobe Bryant as an endorser for the Nike basketball shoe brand has quite good characteristics in the eyes of consumers, namely in terms of expertise, trustworthiness, and attractiveness. Kobe Bryant is seen as an individual who is an expert in the sport of basketball making it suitable to support the Nike basketball shoe brand. He is also seen as a highly trusted supporter of the Nike basketball shoe brand. His consistently attractive appearance makes Kobe Bryant a high appeal. So, Kobe Bryant as the endorser of the Nike basketball shoe brand is seen as appropriate.

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APPENDIX

Testing Data Normality

| Variable | Min | Max | Skew | C.r | Kurtosis | C.r |
|----------|-------|-------|-------|--------|----------|--------|
| NS2 | 2.000 | 5.000 | -.085 | -.530 | -.283 | -.877 |
| NS1 | 2.000 | 5.000 | -.252 | -1.564 | -.059 | -.184 |
| NB3 | 2.000 | 5.000 | .188 | 1.166 | -.744 | -2.309 |
| NB2 | 2.000 | 5.000 | .140 | .866 | -.575 | -1.783 |
| NB1 | 2.000 | 5.000 | .302 | 1876 | -.510 | -1.581 |
| SM4 | 2.000 | 5.000 | -.127 | -.787 | -.549 | -1.703 |
| SM3 | 1.000 | 5.000 | -.057 | -.352 | -.397 | -1.231 |
| SM2 | 1.000 | 5.000 | -.026 | -.164 | -.618 | -1.917 |
| SM1 | 1.000 | 5.000 | .079 | .493 | -.653 | -2.027 |
| SE14 | 3.000 | 5.000 | .045 | .279 | -1.347 | -4.179 |
| SE13 | 3.000 | 5.000 | .087 | .540 | -1.264 | -3.922 |
| SE12 | 3.000 | 5.000 | -.081 | -.500 | -1.126 | -3.492 |
| SE11 | 3.000 | 5.000 | .039 | .240 | -1.072 | -3.326 |
| SE10 | 3.000 | 5.000 | .003 | .017 | -.076 | -.235 |
| SE9 | 3.000 | 5.000 | .044 | .271 | -1.022 | -3.170 |
| SE8 | 3.000 | 5.000 | .013 | .082 | -1.106 | -3.432 |
| SE7 | 3.000 | 5.000 | .021 | .130 | -.820 | -2.543 |
| SE6 | 3.000 | 5.000 | .039 | .241 | -.877 | -2.722 |
| SE5 | 3.000 | 5.000 | .013 | .083 | -1.137 | -3.527 |
| SE4 | 3.000 | 5.000 | .077 | .480 | -1.064 | -3.301 |
| SE3 | 3.000 | 5.000 | -.020 | -.124 | -1.121 | -3.479 |
| SE2 | 3.000 | 5.000 | -.088 | -.547 | -1.027 | -3.188 |
| SE1 | 3.000 | 5.000 | -.029 | -.178 | -1.249 | -3.874 |

Validity and Reliability

| Variable | Indicator | Standard Loading | Standard Loading2 | Measurements Error | CR | VE |
|----------------------------|-----------|------------------|-------------------|--------------------|-------|-------|
| Attitude towards Endorsers | SE1 | 0.770 | 0.593 | 0.407 | 0.868 | 0.567 |
| | SE2 | 0.739 | 0.546 | 0.454 | | |
| | SE3 | 0.742 | 0.551 | 0.449 | | |
| | SE4 | 0.760 | 0.578 | 0.422 | | |
| | SE5 | 0.754 | 0.569 | 0.431 | | |
| | SE6 | 0.689 | 0.475 | 0.525 | | |
| | SE7 | 0.745 | 0.555 | 0.445 | | |
| Trustworthiness | SE8 | 0.768 | 0.590 | 0.410 | 0.846 | 0.524 |
| | SE9 | 0.759 | 0.576 | 0.424 | | |
| | SE10 | 0.653 | 0.426 | 0.574 | | |

| | | | | | | | |
|----------------------------|----------------|------|-------|-------|-------|-------|-------|
| Attitude towards Endorsers | attractiveness | SE11 | 0.747 | 0.558 | 0.442 | | |
| | | SE12 | 0.782 | 0.612 | 0.388 | 0.862 | 0.609 |
| | | SE13 | 0.789 | 0.623 | 0.377 | | |
| | | SE14 | 0.803 | 0.645 | 0.355 | | |
| Attitudes towards Brands | | SM1 | 0.889 | 0.790 | 0.210 | | |
| | | SM2 | 0.819 | 0.671 | 0.329 | 0.907 | 0.709 |
| | | SM3 | 0.831 | 0.691 | 0.309 | | |
| | | SM4 | 0.828 | 0.686 | 0.314 | | |
| Purchase Intention | | NB1 | 0.899 | 0.808 | 0.192 | | |
| | | NB2 | 0.793 | 0.629 | 0.371 | 0.897 | 0.744 |
| | | NB3 | 0.892 | 0.796 | 0.204 | | |
| Subjective Norm | | NS1 | 0.842 | 0.709 | 0.291 | 0.846 | 0.733 |
| | | NS2 | 0.870 | 0.757 | 0.243 | | |

Goodness of Fit

| Goodness of Fit Index | Standard | Model Results Study | Category |
|-----------------------|------------------|---------------------|--------------|
| Chi-Square | (df 221) 256,680 | 265,300 | Not Fit |
| CMIN/DF | ≤ 5 | 1,200 | Good Fit |
| RMSEA | ≤ 0.08 | 0.030 | Good Fit |
| GFI | ≥ 0.90 | 0.912 | Good Fit |
| AGFI | ≥ 0.90 | 0.890 | Marginal Fit |
| CFI | ≥ 0.90 | 0.987 | Good Fit |
| TLI | ≥ 0.90 | 0.985 | Good Fit |
| NFI | ≥ 0.90 | 0.927 | Good Fit |