



The Influence of Celebrity Endorser and Online Promotion on Purchase Decision Through Brand Image

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Abstract

The purpose of this study was to determine whether celebrity endorsers, brand image and online promotion had an effect on purchasing decisions, and to determine whether brand image is able to mediate celebrity endorsers and online promotion on purchasing decisions. The population data in this research is consumers of Mustika Ratu cosmetic products in Semarang City. The total sample is 115 respondents. This research using the incidental sampling technique. The data analysis method in this research using descriptive analysis, regression analysis, and path analysis with IBM SPSS version 20. The research result shows that celebrity endorser, online promotion and brand image had positive and significant influence on purchasing decision. Brand image are also able to mediate the effect of celebrity endorser and online promotion toward purchasing decision. The suggestion given to pay more attention to the selection of celebrity endorsers an effort to increase purchasing decisions. For further researchers, it is expected to conduct research with the same aspects in different areas the consistency of this research can be tested.

INTRODUCTION

The current era of globalization has made business competition even tighter, where every company is required to meet all the wants and needs of consumers and strive to create a product or service that has different advantages from competing products. the tighter competition, companies are required to be more creative in creating the best product or service to gain and maintain market share (Wijaya & Saryadi, 2016).

Indonesia is one of the regions that has potential in developing the beauty product market. According to Kemenperin (2018), The national cosmetics industry recorded an increase in growth of up to 20% or four times the national economic growth in 2017. This shows the emergence of many new cosmetic brands, this has led to increasingly fierce business competition and forces business people to always survive (Hestiyani & Astuti, 2017). Therefore, companies are

expected to have various strategies to attract consumers with purchasing decisions (Antoro & Sutrasnawati, 2015).

According to Swastha (2008) purchasing decisions is a problem-solving approach in a consumer activity to buy a product or service in fulfilling their wants and needs. Darmansyah *et al.*, (2014) stated that the marketing strategy will greatly affect sales, especially in terms of promotion. One marketing strategy that is experiencing rapid development is an e-marketing strategy or online promotion (Kotler & Keller, 2012).

According to Kotler and Keller (2012), e-marketing is a company effort to convey information, communicate, promote, and sell products or services using the internet. In addition, e-marketing strategy also has several advantages where e-marketing can be used as a tool to create relationships between companies and consumers, making it easier for consumers to be able to see and compare one product to another, have

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efficiency, and accelerate companies in reaching markets (Kotler & Keller, 2012). Promotional activities also have an important role in brand perception. Every company will always try to do various ways in maintaining and maintaining the excellence of the brand image of their products.

According to Mowen and Minor (2002), brand image is a set of brand associations that are formed in the minds of consumers. The brand can be a differentiating tool and can be a criterion in the consumer purchasing decision-making process (Khasanah, 2013). Products that have a good brand image will attract consumers' attention. If consumers are interested in a product, this will increase purchasing decisions (Hermiyenti & Wardi, 2018).

Companies that carry out marketing strategies with good promotions are able to increase consumer purchasing decisions. Another factor that influences purchasing decisions is to use celebrity endorsers, the use of celebrity endorsers can affect the brand image of a product and can also be used to boost sales (Rini & Astuti, 2012). According to Shimp (2003) celebrity endorser is using a public figure, an artist or an entertainer as an advertisement star in the media, both in social media, print media, and television media which are known to many people to support the success of a product.

According to Putra et al., (2020) celebrity endorsers are considered as supporters of a company to deliver promotions. Shimp (2003) states that celebrities have their own appeal in a variety of ways that are able to attract various targets to make purchasing decisions. According to Gauns et al. (2018) celebrity endorsement has completely changed the nature of advertising in recent years and has become one of the most important advertising tools.

According to Kemenperin (2020) the cosmetics industry experienced an increase from 760 companies in the previous year to 797 cosmetic companies consisting of large, small and medium industry (IKM) cosmetics industries in Indonesia. This is evidenced by the high number of cosmetic products that have obtained distribution permits at BPOM in the last five years. Licensing of cosmetic products registered at BPOM from 2015 to 2020 in Indonesia reached 51%. With the increase in cosmetic products in Indonesia, the competition for the cosmetic industry is getting tougher. According to Mulyana and Sutapa (2016), the existence of increasingly fierce business competition, companies need the advantages of a product in order to advance and survive in the market.

One company that produces cosmetic and health care products in Indonesia is PT. Mustika Ratu Tbk. This company has a marketing strategy by using several celebrity endorsers to help promote their products and become the main sponsor in the selection of Puteri Indonesia which aims to be able to build a good brand image of Mustika Ratu's own cosmetic products.

The following is the cosmetic sales data of PT. Mustika Ratu Tbk from 2015 to 2019.

Table 1. Cosmetics Sales Report PT. Mustika Ratu Tbk.

Year	Sales	Difference
2015	Rp526,116,437,849	-
2016	Rp429,415,725,666	-Rp96,700,712,183
2017	Rp356,685,035,608	-Rp72,730,690,058
2018	Rp375,555,959,328	Rp18,870,923,720
2019	Rp372,018,148,273	-Rp3,537,811,055

The purpose of this study was to determine the effect of celebrity endorsers and online promotion on purchasing decisions through brand image in cosmetic products of PT. Mustika Ratu in Semarang City.

Hypothesis Development Celebrity Endorser

According to Shimp (2003) celebrity endorsers are using artists, entertainers, athletes, and public figures as advertising stars in the media, ranging from print media, social media, and television media which many people know for the success of the products they support. Carroll (2009) defines celebrity endorser as every individual who enjoys public recognition and who uses this recognition on behalf of consumer goods by being displayed with him in an advertisement.

According to Tjiptono (2012) the factors that influence customer purchasing decisions are the emotional bonds that exist between customers and producers after customers use products and services from the company and find that these products or services provide added value. The factors that influence a person in making purchasing decisions are important for the company to know so that knowing the factors that influence the purchase decision will make it easier for the company to carry out a strategy so that someone can decide to buy the products offered by the company.

According to Kiswalini and Nurcahya (2014) celebrities who are used as endorsers are believed to be able to influence consumer buying

interest so that they can boost product sales. A person's buying behavior is often influenced or preceded by a lot of stimuli from outside himself, both in stimuli arising from the surrounding environment and in the form of marketing stimuli. Advertising is a form of marketing stimulation.

An advertisement can attract the attention of consumers by adding creativity in making advertisements, for that we need a creative strategy. One creative strategy is to use a person who has charisma and has the ability to influence people, in the business world it is usually called a celebrity endorser (Darmansyah et al., 2014).

In research conducted by Cheah et al., (2019) namely, celebrity endorsed advertisement and selfie promotion, on customers' decision-making processes using the AISAS model. Design/methodology/approach: A within-subject experimental design was used to observe how young adults in Malaysia would respond to two promotional methods about a new seafood restaurant. A total of 180 responses were collected using a structured questionnaire. Data were assessed and analysed using partial least squares structural equation modelling. Findings: The results show that while celebrity endorsed advertisement remains relevant to customer's decision-making processes, the effect of selfie promotion is comparable to celebrity endorsement. The sequential mediation for both models is found to be significant, but the AISAS model with selfie promotion produces better in-sample prediction (model selection criteria it can be proven that celebrities are able to influence consumer decision making in purchasing products. This is in line with the research that has been conducted by Sagia and Situmorang (2018), this study shows that the celebrity endorser simultaneously or partially has a positive and significant effect on the variable of product purchasing decisions, which means that every increase in the value of celebrity endorser or the more frequent use of celebrities as endorsers of a product, the level of purchasing decisions will increase.

The influence of celebrity endorsers on purchasing decisions is formed by using several indicators, namely visibility, credibility, attraction and power. The visibility indicator is the extent to which the scope of celebrity popularity. According to Rossiter and Percy (1997) visibility is how popular or famous a model or celebrity is, the higher the level of popularity of a celebrity endorser, the products advertised will be more easily recognized by consumers.

The visibility of an endorser through this aspect is someone who has sufficient character to

be noticed by the audience or consumers, which means that the endorser chosen is generally an endorser who is well known and has a wide influence among the public, so that it can divert people's attention to the advertised brand (Rini & Astuti, 2012). Visibility in this case includes; how far the level of celebrity popularity so that it can influence consumers.

The credibility indicator is the level of celebrity knowledge about their products. Credibility is the degree to which consumers see a source (endorser) who has relevant knowledge, expertise or experience and the source (endorser) can be trusted to provide objective and unbiased information (Chusnah et al., 2015). There are two factors that play a role in determining the credibility of endorser that is, expertise and trustworthiness.

According to Rakhmat (2005), expertise is the impression formed by the communicant about the ability of the communicator in relation to the topic being discussed. Expertise can show how much knowledge the endorser has, while Trustworthiness in this case pays attention to how the endorser is viewed by considering how honest the endorser is in delivering an advertisement (Rini & Astuti, 2012). Credibility in this case includes; celebrity expertise and skills in promoting products as well as the level of consumer confidence in endorsers.

The attraction indicator is a characteristic that is caused by celebrity attraction Shimp (2003), explained that communicators with attractive physical support will produce more pleasant advertisements compared to using communicators who are less attractive. There are two characteristics possessed by attraction, namely likability and similarity (Rini & Astuti, 2012).

Likability refers to the self that is considered an interesting thing to see in relation to the concept of a certain group with physical attractiveness, while similarity to the intended audience refers to the similarity between endorsers and audiences in terms of age, gender, ethnicity, social status, and so on. Attraction is the attraction that the celebrity endorser has (Shimp, 2003). Endorsers with an attractive physical or non-physical appearance can support advertising (Chusnah et al., 2015). Attraction in this includes; the attractiveness of the celebrity and the consumer's compatibility with the celebrity.

Power according to Rini and Astuti (2012) is the celebrity's ability to attract consumers to make purchase decisions. Power is the ability that influences consumers on something that is displayed by celebrities. According to Chusnah et al. (2015) power is the charisma emitted by the

resource person to influence consumers, so that the target consumer is influenced to buy the product. power in this case includes; the celebrity's ability to influence consumers.

According to Rini and Astuti (2012) The use of celebrity endorsers can affect the brand image of a product and can also be used to boost sales. This shows that a good celebrity endorser will affect the brand image of a product to be good. Schiffman and Kanuk (2000) said, consumers always choose brands based on their image. According to Setiadi (2003) consumers who have a positive image of a brand are more likely to make purchases.

H1: Celebrity Endorser affects Purchasing Decision.

H3: Celebrity Endorsers affects Purchasing Decisions through Brand Image.

Online Promotion

Pribadi (2010) defines online promotion as a promotional activity that is carried out using the internet media. According to Jamaludin et al. (2015) Online promotion can also be interpreted as promotional activities using the internet as well as social media (Twitter, Instagram, Facebook). Online promotion is one type of marketing that is carried out using the help of the internet or online media in communicating and promoting a product to attract consumer interest.

According to Pribadi (2010) online promotion has several advantages, among others; multimedia, interactive, and realtime. Ramsunder (2011) share information and build relationships said that e-marketing is the use of electronic media sources as the main media in marketing, for example the use of the internet. The advantages of e-marketing for buyers include fun, easy, privacy in nature, buyers can compare various products from one company to another company directly and interactively with marketers. Meanwhile, the advantages of e-marketing for sellers include e-marketing that can be used as a tool to create relationships with consumers, reduce costs, be efficient, and quickly reach market share (Kotler & Keller, 2012).

With the advantages that online promotion has, it makes it easier for consumers to reach products and be able to make purchasing decisions easily. This is supported by research that has been conducted by Tulanggow et al. (2019) and Murwatingsih and Purnamsari (2015) which states that online sales promotions simultaneously have a significant effect on purchasing decisions, this research shows that with online promotions,

consumer purchasing decisions will increase.

The effect of online promotion on purchasing decisions is formed using several indicators is, advertising, sales promotion, public relations, direct marketing and, personal selling. Advertising is a communication process that aims to persuade or lead someone to take beneficial actions for the advertiser (Durianto, 2003).

According to Widiani (2010) advertising is one of the most widely used forms of promotion by companies in promoting their products. Lupiyoadi and Hamdani, (2006) said advertising is all forms of non-personal presentation and promotional ideas of a product that is paid for by a certain sponsor. Soegoto (2013) defines advertising as a promotional medium paid for by a company to promote products or services to the public or potential customers.

According to Swastha (2008) advertising can provide more information, both about goods, prices, and other information that has benefits for consumers. According to Cravens and Piercy (2013) Stating advertising over the internet allows the advertiser to target communications to specific buyers with more focus than using other variables. According to Gaspersz (2008) communication through advertising and marketing can also influence consumer perception. Other research has also suggested that advertising is considered by some to help buyers learn and remember brands and their benefits by repeating messages and building associations between brands, logos, images and benefits (Smith, 1998). This makes advertising a tool to inform a product.

Sales promotion is a short-term impulse to buy or sell a product or service (Utami, 2008). Sales promotion is a form of direct persuasion designed to stimulate or encourage consumers to purchase a certain product immediately or increase the amount of goods purchased (Herawan, 2012). Sales promotion is a short-term benefit that aims to motivate consumers to purchase products immediately.

According to Malau (2017) sales promotion has the characteristics contained therein including communication, incentives, and invitations. The nature of communication in this case means that sales promotions are able to attract attention and provide information that introduces consumers to the product, while the intensive nature is to provide features and stimulate audiences to buy immediately. According to research Abou-moghli and Al-abdallah (2012) demand, price and competitors. Researchers define sales promotion as a set of incentives that encourage consumers to buy a product or service using the internet. This

includes such as exhibitions, discount coupons, premiums, and gifts, samples (Sualang, 2015).

Public relations is a communication activity that aims to build a good image of the company (Alma, 2018). Public relations is a practice in managing information between companies and the public. Public relations can be described as an operational function that aims for better and complete mutual communication between various companies, organizations and community groups with which they develop and maintain their relationship (Phillips, 2001).

Public relations is a form of planned communication in order to achieve certain specific goals (Jefkins, 2003). According to Rangkuti (2009) public relations in this case includes; The following set of questions with answers that are often asked by consumers which are commonly referred to as FAQ (Frequently Asked Questions), registration for e-newsletters, and recommending sites to consumers.

Direct marketing is a marketing system that utilizes various advertising media in order to interact directly with target consumers (Kotler & Keller, 2012). According to Duncan (2002), direct marketing is a marketing technique used by a company to maintain and establish direct communication with its customers.

Direct marketing is an interactive marketing system that uses one or more advertising media to influence responses or transactions that can be measured in various locations. According to Weber (2009), direct marketing, namely selling products and services directly to consumers, and not relying on intermediaries. According to Rangkuti (2009) direct marketing in this case includes; Inclusion of telephone numbers, fax numbers, e-mail links, and facilities to use other languages.

Personal Selling is a communication activity between producers represented by salespeople and potential consumers that involves thoughts and emotions (Sutisna, 2008). Personal selling can be interpreted as communicating personal information in order to persuade potential customers to buy an item, service, or something else. According to Kotler and Keller (2012), personal selling is the most cost-effective tool at a later stage of the buying process, especially in building buyer's preferences, beliefs and actions.

Abou-moghli and Al-abdallah (2012) demand, price and competitors. The study population consisted of (163, defines personal selling as a presentation or direct communication between salespeople and target consumers using the internet. According to Cravens and Piercy (2013) Personal selling consists of verbal communication

between a salesperson or sales team and one or more prospective buyers for the purpose of making or influencing a sale. Personal Selling in this case includes; online sales facilities and online payment methods.

Online promotion is done to create and improve consumer purchasing decisions. According to Pribadi (2010) online promotion can be measured from the aspects of attracting attention, interest, desire, and action. To attract consumer interest in the products offered, companies need a good brand image.

A good brand image will create a positive impression in the minds of consumers on a product. According to Setiadi (2003) consumers who have a positive image of a brand are more likely to make purchases. The function of brand image has developed into a promotional tool that has an important role in attracting consumer interest in the products offered by the company, so that it is expected to encourage consumers to make purchases (Sabunwala, 2013). A good brand image will attract the attention of consumers, this makes it easier for companies to carry out promotions online so that it triggers purchasing decisions.

H2: Online Promotion affects Purchasing Decision.

H4: Online Promotion affects Purchasing Decisions through Brand Image.

Brand Image

Brand is a sign in the form of a symbol, name, image, or a combination of these elements which is used in trading activities and is expected to differentiate from competitors' products. (Laksana, 2008). While, Jafar (2005) states that the image of a company includes the good name of the company, the company's reputation as a factor that influences purchasing decisions.

Supranto and Limakrisna (2011) says that brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about the brand. Brand image is the way a person perceives a brand or assumptions about the brand that are in the minds of consumers (Keller, 2003).

According to Setiadi (2003) the image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases. Sajana and Nehru (2008), states that with a better brand image it will make consumers interested and confident in the product.

Several previous studies have also been conducted to determine the relationship between

brand image and purchase decisions, namely, in research conducted by Maulidya (2020) and Wulandari and Nurcahya (2015) which states that Brand image has a positive and significant effect on purchasing decisions. This explains that the brand image variable is an important factor in making decisions, with a good brand image, purchasing decisions will increase. The influence of brand image on purchasing decisions is formed using several indicators, namely strength, uniqueness, and liking for the product.

Strengthness is an advantage that a brand has. This advantage refers to the physical attributes of a brand so that it is usually considered an advantage compared to other brands. According to Noble (1999), the physical product will show the characteristics of the brand, such as packaging design, logo, function and product use of the brand.

Schiffman and Kanuk (2000) said that the use or benefits of a product is a function of a product that is felt by consumers. According to Buchory and Saladin (2010) carefully designed packaging is able to accelerate consumers in getting to know the company or brand.

The advantages of a brand can also be influenced by the price where high or low or the amount of money spent by consumers can affect the long-term image (Schiffman & Kanuk, 2000). Strengthness in this case, namely; product physical, product functionality, and product price as well as the appearance of the supporting facilities of the product.

Uniqueness is a characteristic that is used to distinguish a brand from another brand. Ginting (2010) said that the uniqueness of a product is something that identifies or gives certain characteristics to the product which can lead to a person's perception of the goods or services.

This unique impression arises from product attributes, being a unique impression means that there is a differentiation or difference between one product and another. The uniqueness of these products, among others: the variety of services provided by a product, the variation of the products concerned and the differentiation of the physical appearance of a product. According to Sarosa (2004) product uniqueness can create added value that makes a product different from competitors' products.

Favorable is the ability of a brand to manage its image so that the brand is easy for consumers to remember. According to Noble (1999) consumer psychological factors are able to influence the brand, this can be shaped by

emotions, beliefs, values, and personalities that are considered by consumers to describe the products of the brand.

According to Rangkuti (2009) a brand that is perceived to have high quality will have a good reputation and be preferred by consumers. The preferences in this case include: the ease with which the brand is pronounced, the ability of the brand to be remembered by consumers, as well as the suitability between the impression of the brand in the minds of the customer with the image the company wants for the brand concerned. H5: Brand image affects purchasing decisions.

METHOD

The object of this research is the cosmetics of PT. Mustika Ratu Tbk, with an unknown population. The number of samples in this study were 115 respondents who were consumers of Mustika Ratu cosmetic products in the city of Semarang.

The independent variable in this study is the celebrity endorser and online promotion. Celebrity endorsers are using a public figure or an artist in promoting a product to get consumer attention and interest in order to increase product sales. Online promotion is one type of marketing that is carried out using the help of the internet or online media in communicating and promoting a product to attract consumer interest. The independent variable is a variable that affects the dependent variable, whether it has a positive effect or one that has a negative effect (Ferdinand, 2014).

The intervening variable is an intermediate variable that connects an independent variable to the dependent variable being analyzed, so that the independent variable does not directly affect the change or emergence of the dependent variable (Ferdinand, 2014). The intervening variable in this study is the brand image variable that connects celebrity endorsers and online promotion to purchasing decisions. Data collection methods in this study using a questionnaire and documentation.

In this study, the questionnaire was addressed to consumers who were 16 years old and had purchased Mustika Ratu cosmetic products and who live in the city of Semarang. The questionnaire in this study used a closed system, namely, with closed statements provided by the researcher so that respondents could only choose from the available statements.

Measurement of variable values in this questionnaire uses a Likert scale. The Likert scale is used to measure a person's attitudes, opinions, and perceptions about social phenomena, which in this study are referred to as research variables. The answer for each instrument item that uses the Likert scale has a gradation from strongly agree to strongly disagree.

RESULTS AND DISCUSSION

Validity Test

The results and testing of instruments from the research questionnaire were carried out by proposing validity and reliability. Validity testing is used to measure whether a questionnaire is valid or not. The calculation of the validity test in this study was carried out with the SPSS version 20 program. The validity test was carried out by comparing the calculated *r* value with the *r* table value. The instrument is said to be valid if *r* count is positive and *r* count \geq *r* table.

Based on the results of the validity test of the celebrity endorser variable, it shows that all items used are declared valid. The online promotion variable shows that of the 10 statement items, all of them are said to be valid. In the variable brand image and purchase decisions all statement items are also said to be valid.

Reliability Test

Reliability test is a measurement instrument used to show whether the questionnaire is able to measure a variable consistently (Ghozali, 2016). Reliability test is done with assistance program IBM SPSS version 20 by statistical test Crobach's Alpha (α). A variable is declared reliable if it provides an value crobach's Alpha $>$ 0,70 (Ghozali, 2016).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha required	Conclusion
Celebrity Endorser	0.935	0.70	Reliable
Promosi Online	0.891	0.70	Reliable
Brand Image	0.882	0.70	Reliable
Purchase Decision	0.830	0.70	Reliable

Classic Assumption Test

The classic assumption test is done by using the normality, multicollinearity and heteroscedasticity test. The normality test is carried out by testing the probability plot depicting the distribution of data points that form a pattern following a diagonal line, meaning that the test results show that all existing data is normally distributed. To strengthen this assumption, the second test was carried out using the Kolmogorov-Smirnov test. The test results show that the value Kolmogorov-Smirnov amounting to 0.597 and Asymp. Sig. (2-tailed) 0.868 greater than 0.05, then the data in the study were normally distributed.

The multicollinearity test results show that the celebrity endorser variable has a value tolerance 0,707 and value VIF 1,413, online promotion 0,623 and value VIF 1,604 and brand image has a tolerance value 0,583 with value VIF 1,716. According to Ghozali (2016), if tolerance value $>$ 0,10 or equal to value VIF $<$ 10 then the model is said to be good and there is no multicollinearity. Based on the results of the multicollinearity test, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

The heteroscedasticity test in this study uses a scatter plot, it can be seen that there is no clear pattern, and the dots spread above and below the zero axis of the purchase decision. A good regression model is one that does not occur heteroscedasticity, it can be concluded that in this study there is no heteroscedasticity.

The heteroscedasticity test can also be tested by the Glejser test method. The Glejser test is a regression of the absolute value of the residuals on the independent variable (Ghozali, 2016). A model is said to have no heteroscedasticity if the significance value is $>$ 0.05. This study shows that each variable has a sig value of more than 0.05, therefore it can be concluded that this research model does not occur heteroscedasticity.

Partial Test (T-Test)

The *t* statistical test is used to test the hypothesis partially. The *t* statistical test shows how far the influence of the independent variable individually is in explaining the variation in the dependent variable (Ghozali, 2016). The *t* statistical test can be seen from the significant probability value. If the probability value is significant $>$ 0.05, there is no influence between the independent variable and the dependent variable. If the probability value is significant $<$ 0.05, then there is an influence between the independent variable and the dependent variable.

Table 3. T Test Results

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	10.984	2.392		4.592	0.000
Celebrity Endorser	0.159	0.073	0.179	2.177	0.032
Online Promotion	0.161	0.065	0.215	2.458	0.016
Brand Image	0.449	0.097	0.417	4.604	0.000

a. Dependent Variable: Purchasing Decision

The Influence of Celebrity Endorser on Purchasing Decisions. The results of the calculation of the t statistical test have t count of 2.177 and a significant value of $0.032 < 0.05$. Then H1 which states that the celebrity endorser has a positive effect on purchasing decisions. accepted.

The Influence Online Promotion on Purchasing Decisions. The results of the calculation of the t statistical test have t count 2.458 and a significant value of $0.016 < 0.05$. Then H2 which states that the online promotion has a positive effect on purchasing decisions. accepted.

The Influence Brand Image on Purchasing Decisions. The results of the calculation of the t statistical test have t count 4.604 and a significant value of $0.000 < 0.05$. Then H5 which states that the brand image has a positive effect on purchasing decisions accepted.

Path Analysis

The path analysis used in this study aims to identify the pathway that causes a certain variable to other variables that it affects as referred to in previous research (Wulandari & Nurcahya, 2015). Path analysis is calculated by making two equations, namely regression equation 1 and regression equation 2 which shows the relationship between these hypotheses.

The influence of celebrity endorser and online promotion on brand image. (Model 1)

Table 4. Brand Image

Model Summary				
Model	R	R Square	Adjusted R Square	Std. the Error of the Estimate
1	0.646a	0.417	0.407	1.508

Table 5. Path Analysis Results (Model 1)

Model	Coefficients			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
(Constant)	5.235	2.266		2.310	0.023
Celebrity Endorser	0.250	0.067	0.303	3.742	0.000
Online Promotion	0.312	0.056	0.450	5.562	0.000

a. Dependent Variable: Brand Image

The formula used to determine the regression variance from model 1 is as follows:

$$e_1 = \sqrt{1-R^2}$$

$$e_1 = \sqrt{1-0.417}$$

$$e_1 = 0.764$$

Referring to the two tables above, the structural equation for regression model 1 can be drawn up as follows:

$$Z = \beta_1 X_1 + \beta_2 X_2 + e_1$$

$$Z = 0.303 X_1 + 0.450 X_2 + 0.764$$

The influence of celebrity endorser, online promotion and brand image on purchasing decision (Model 2).

Table 6. Purchasing Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. the Error of the Estimate
1	0.685a	0.469	0.454	1.555

Table 7. Path Analysis Result (Model 2)

Model	Coefficients			t	Sig.
	Unstandardized Coefficients	Standardized Coefficients			
	B	Std. Error	Beta		
(Constant)	10.235	2.392		4.592	0.000
Celebrity Endorser	0.159	0.073	0.179	2.177	0.032
Online Promotion	0.161	0.065	0.215	2.458	0.016
Brand Image	0.449	0.097	0.417	4.604	0.000

a. Dependent Variable: Purchasing Decision

The formula used to determine the regression variance from model 2 is as follows:

$$e_2 = \sqrt{1-R^2}$$

$$e_2 = \sqrt{1-0.417}$$

$$e_2 = 0.729$$

Referring to the two tables above, the structural equation for regression model 2 can be drawn up as follows:

$$Y = \beta_3 X_1 + \beta_4 X_2 + \beta_5 Z + e_2$$

$$Y = 0.179 X_1 + 0.215 X_2 + 0.417 Z + 0.729$$

The Influence of Brand Image on Purchasing Decision

The results of the calculation of the table above shows the effect of brand image on purchasing decisions is shown β_5 which is equal to 0.417 with a significance value $0.000 > 0.05$. This shows that H_5 which states celebrity endorser has a positive effect on purchasing decisions through brand image is accepted.

The Influence of celebrity endorser on purchasing decision through brand image

Based on the output of SPSS version 20, it can be seen that the direct influence of the celebrity endorser variable on brand image (β_1) is equal to 0.303. The direct effect of the celebrity endorser variable on purchasing decisions (β_3) is equal to 0.179.

The indirect effect of the celebrity endorser variable on purchasing decisions through brand image can be identified by multiplying the celebrity endorser path coefficient (β_1) and brand image (β_5) is $0.303 \times 0.417 = 0.126$.

The total effect of the path coefficient can be determined by adding up the direct effect and the indirect effect that is, $\beta_3 + (\beta_1 \times \beta_5) = 0.179 + (0.303 \times 0.417) = 0.305$.

It can be seen from the calculation that the total effect of the path coefficient is equal to 0.305 while the path coefficient of the direct influence of celebrity endorser on purchasing decisions is equal to 0.179. Then the total effect of the path coefficient $0.305 >$ direct path coefficient 0.179 which shows that the brand image is able to mediate the celebrity endorser variable on purchasing decisions. This shows that H_3 which states celebrity endorser has a positive effect on purchasing decisions through brand image is accepted.

The Influence of online promotion on purchasing decision through brand image

Based on the output of SPSS version 20, it can be seen that the direct influence of the online promotion variable on brand image (β_2) is equal to 0.450. The direct effect of the online promotion variable on purchasing decisions (β_4) is equal to 0.215.

The indirect effect of online promotion variables on purchasing decisions through brand image can be determined by multiplying the online promotion path coefficients (β_2) and brand image (β_5) is $0.450 \times 0.417 = 0.188$.

The total effect of the path coefficient can be determined by adding up the direct effect and the indirect effect that is, $\beta_4 + (\beta_2 \times \beta_5) = 0.215 + (0.450 \times 0.417) = 0.403$.

It can be seen from the calculation that the total effect of the path coefficient is equal to 0.403 while the path coefficient of the direct influence of online promotion on purchasing decisions is equal to 0.215. Then the total effect of the path coefficient $0.403 >$ direct path coefficient 0.215 which shows that brand image is able to mediate the online promotion variable on purchasing decisions. This shows that H_4 states that online promotion has a positive effect on purchasing decisions through brand image is **accepted**.

Based on the calculations that have been done, the full model of the path analysis structure in this study is as follows:

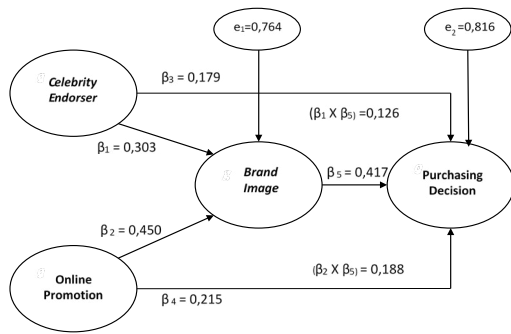


Figure 1. Model Path Analysis

The Influence of Celebrity Endorser on Purchasing Decisions

Based on the data analysis test that has been done, it can be said that the celebrity endorser variable has a positive and significant effect on purchasing decisions. The celebrity endorser variable consisting of indicators of visibility, credibility, attraction and power has a positive influence in an effort to increase purchasing decisions. That is, the higher the value of the celebrity endorser variable, the greater the level of purchasing decisions.

This is also evidenced by the results of the descriptive analysis test which states that each indicator on the celebrity endorser has criteria that are classified in the very good category so that the application of celebrity endorsers in Mustika Ratu cosmetic products is said to be very good.

The results of this study support previous research conducted by Ifeanyichukwu (2016) which states that there is a positive relationship between celebrity endorsers on purchasing decisions. This research also supports the research of Parengkuan et al. (2014) which shows that the celebrity endorser variable has a significant positive effect on the purchasing decision variable. However, this study does not support the research conducted by Lestari et al. (2019) which shows that the celebrity endorser has no significant positive effect on the purchasing decision variable.

From these results, it shows that the creation of purchasing decisions is inseparable from the influence of celebrity endorsers where, to increase purchasing decisions, the company Mustika Ratu must increase their celebrity endorsers. The celebrity endorser factor is the basis for the formation of purchasing decisions that can be improved through emotional touch. The aspects of selecting celebrity endorsers to promote products should be more considered. Starting from the level of popularity that celebrities have, the skills of

celebrities in promoting products, and the ability of celebrities to influence consumers to make purchase decisions.

The Influence Online Promotion on Purchasing Decisions

Based on the data analysis test that has been done, it can be said that the online promotion variable has a positive and significant effect on purchasing decisions. Online promotion variables consisting of advertising indicators, sales promotion, public relations, direct marketing and, personal selling have a positive influence in an effort to improve purchasing decisions. That is, the higher the value of the online promotion variable, the more it will be able to increase purchasing decisions.

This is also evidenced by the results of the descriptive analysis test which states that each indicator in online promotion has criteria that are classified into good categories so that the application of online promotion on Mustika Ratu cosmetic products is said to be good.

The results of this study support previous research conducted by Jamaludin et al. (2015) which shows that online promotion has a significant effect on purchasing decision variables, this study also supports Tulanggow et al. (2019) which also states that online promotion simultaneously has a significant effect on purchasing decisions. However, this study is not in line with previous research conducted by Njoto and Sienatra (2018) which shows that online promotion partially has no effect on purchasing decision variables.

From the results of the above discussion, it can be indicated that to increase consumer purchasing decisions, companies must increase online promotion of Mustika Ratu cosmetic products. Creating targeted online promotions is an important thing that companies need to do to increase the frequency of purchases. This effort can be done by making attractive promotions, providing special offers such as discounted prices and making it easy for consumers to reach products by selling online. By creating good online promotions, purchasing decisions for Mustika Ratu cosmetics products will increase.

The Influence of Brand Image on Purchasing Decision

Based on the data analysis test that has been done, it can be said that the brand image variable has a positive and significant effect on purchasing decisions. The variable brand image which consists of indicators of strength, uniqueness and liking has a positive influence in the

effort to create consumer purchasing decisions. This means that the higher the value of the brand image, the higher the level of consumer purchasing decisions.

This is evidenced also in the results of descriptive analysis testing which states that each indicator in the brand image has criteria that are classified into good categories so that the level of brand image that is owned by Mustika Ratu's cosmetic products is said to be good.

The results of this study indicate that this study supports previous research conducted by Wulandari and Nurcahya (2015) which states that brand image has a positive and significant effect on purchasing decisions. This statement is strengthened by the results of research conducted by Tilasenda et al., (2019) which shows that brand image has a significant effect on purchasing decisions. However, this research does not support previous research conducted by Febriyanti and Wahyuati (2016) which states that the brand image on purchasing decisions does not prove significant.

From the results of the above discussion, it can be indicated that in order to improve purchasing decisions, the brand image that is owned by PT. Mustika Ratu must be managed properly. Mustika Ratu must make a physical appearance or product packaging that is able to attract consumers, provide prices according to the product, make various product variations as a characteristic or differentiator between Mustika Ratu cosmetic products and competing products and create the memory of the Mustika Ratu cosmetic brand in the minds of consumers so that encourage consumers to make purchase decisions.

The Influence of Celebrity Endorser on Purchasing Decision through Brand Image

Based on path analysis testing, the results of this study indicate that celebrity endorsers have a positive and significant effect on purchasing decisions through brand image. This shows that the celebrity endorser variable on purchasing decisions mediated by the brand image variable has a greater influence than the value of the direct effect of the celebrity endorser variable on purchasing decisions. That is, the value of the influence of the celebrity endorser variable on purchasing decisions will increase with the mediation of the brand image variable.

The results of this study indicate that this study supports previous research conducted by Wijaya (2020) which states the role of brand image mediates significantly the celebrity endorser relationship with purchasing decisions. Mustika

Ratu has implemented celebrity endorser well. However, the results of this study contradict research conducted by Nisa (2020) which states that brand image is not able to mediate the influence of celebrity endorsers on purchasing decisions.

The way this is done is to use several celebrity figures who have a high level of popularity, skill and celebrity attractiveness to increase purchasing decisions. The success of the support from celebrities to increase purchasing decisions is also inseparable from the physical appearance or product packaging that is able to attract consumers, price suitability with the product, various product variations owned by the company as a characteristic of Mustika Ratu's cosmetic products with other products that are able to create the memory of the Mustika cosmetic brand. Queen in the minds of consumers so as to encourage consumers to make purchasing decisions.

The Influence of Online Promotion on Purchasing Decision through Brand Image

Based on path analysis testing, the results of this study indicate that online promotion has a positive and significant effect on purchasing decisions through brand image. This shows that the online promotion variable on purchasing decisions mediated by brand image has a greater influence than the value of the direct effect of the online promotion variable on purchasing decisions. This means that the value of the influence of the online promotion variable on purchasing decisions will increase with the mediation of the brand image variable.

The results of this study indicate that this study supports previous research conducted by Cahyadi (2017) which shows that online promotion affects purchasing decisions through brand image. However, the results of this study are not in line with the research conducted by Zanjabila and Hidayat (2017) which states that social media marketing has a positive but not significant effect on purchasing decisions.

The application of online promotions on Mustika Ratu cosmetic products is carried out by making online promotions, giving discounts or prizes, providing special offers and, creating online media for product sales to make it easier for consumers to reach products to improve purchasing decisions.

The increase in online promotion cannot be separated from the creation of a good brand image for Mustika Ratu's cosmetic products. Creating a brand image can be done by creating an advantage in the product as well as the uniqueness or characteristics of the product. With the

existence of a brand image and online promotion of Mustika Ratu cosmetic products, it will make Mustika Ratu's cosmetic products easier for consumers to remember so that it will increase consumer purchasing decisions for Mustika Ratu cosmetic products.

CONCLUSIONS AND RECOMMENDATIONS

Celebrity endorsers have a positive and significant effect on purchasing decisions. Celebrity endorsers have a positive and significant effect on purchasing decisions through brand image. The higher the brand image of the Mustika Ratu cosmetic product in the city of Semarang, it will increase the influence of celebrity endorsers so that they can increase purchasing decisions.

Online promotion has a positive and significant effect on purchasing decisions. Online promotion has a positive and significant effect on purchasing decisions through brand image. The higher the brand image of the Mustika Ratu cosmetic product in Semarang City, it will increase the influence of online promotion so that it can increase consumer purchasing decisions.

Brand image has a positive and significant effect on purchasing decisions. This means that the higher the brand image, the higher the level of consumer purchasing decisions.

The results of data analysis in this study found that the celebrity endorser variable had the smallest effect value on purchasing decisions. This shows that the celebrity endorser applied by PT. Mustika Ratu Tbk has not had such a big influence on consumer purchasing decisions. Therefore, the company is suggested to add variations in using celebrity endorsers in cosmetics. PT. Mustika Ratu Tbk and pay attention to the aspects possessed by celebrity endorsers such as visibility, credibility, attraction and power in promoting Mustika Ratu cosmetics so that it can increase consumer purchasing decisions.

The results of data analysis in this study found that the value of the celebrity endorser variable and the online promotion variable on purchasing decisions through brand image was greater than the value of the direct influence between the celebrity endorser variable and online promotion on purchasing decisions. This proves that the brand image is able to mediate the celebrity endorser variable and the online promotion variable on purchasing decisions. Therefore, the company is advised to maintain the brand image of the cosmetic products of PT. Mustika Ratu Tbk by maintaining and increasing the strength, uniqueness and liking of Mustika Ratu cosmetic

products so that consumer purchasing decisions can survive and continue to increase.

The results of this study found that the variables used in this study did not fully influence the purchasing decision variables. Therefore, future researchers are expected to be able to conduct research by developing other variables on purchasing decisions so that they can obtain maximum results that can influence purchasing decisions.

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