

# **CELEBRITY ENDORSER CONTRIBUTION TOWARDS LOCAL COSMETIC PURCHASE INTENTION**

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## **Abstract**

The purpose of this study is to determine the influence of celebrity endorser on purchase intention with emotional attachment and brand trust as an intervention. This study uses quantitative research design with survey method as a data technique using a questionnaire that is distributed online. The sample used in this study are 210 women who had never used ESQA Cosmetics in Jakarta, Bogor, Depok, Tangerang, and Bekasi. This study is using a purposive sampling technique. The SEM (Structural Equation Model) method that will be used in this research is using data processing tools, namely SPSS version 24 and Lisrel. The findings obtained in this study are that there is a positive and significant relationship between celebrity endorsers and emotional attachments, celebrity endorsers with brand trust, emotional attachments with purchase intentions, brand trust with purchase intentions, and celebrity endorsers with purchase intentions. The use of a celebrity who is attractive, trustworthy and has good product skills can increase the purchase intention created by the bond and trust of consumers even though the celebrity used sounds foreign to consumers.

**Keywords:** Celebrity Endorser, Emotional Attachment, Brand Trust, Purchase Intention, ESQA Cosmetics.

## INTRODUCTION

In modern life today, almost all people now use the internet to support activities. A total of 143.25 million Indonesians, recorded as 48.57% are female users Kominfo (2017), Based on the Kominfo survey internet usage is very diverse, one of which is the use of social media as much as 87.13%. Social media encourages people to display life success that results in a tendency to look amazing in every way, including their life on social media (Fishwick, 2016). Women usually use cosmetics as a appliance to support the appearance. According to data sourced from YouGov.com on the use of cosmetics from the results of a survey conducted in countries in Asia Pacific, explains that about 52% of Indonesian women use cosmetics every day. These results prove that cosmetics are important. (YouGov, 2016). The number of cosmetic imports in Indonesia has decreased and increased in the growth rate of the local cosmetics industry in Indonesia.

The growth of the cosmetic industry must be utilized well, one of which is by growing consumer purchasing intentions towards local cosmetics. The purchase intention is the first step in the buying process. The purchase intention will arise after the consumer is affected by the quality and quantity, as well as interesting information about the product (Durianto, 2011). In growing this purchase intention, local cosmetics companies are now expanding into the online realm after previously only marketing products in conventional stores. Purchase intentions are also offset by brand trust. Brand trust is a relationship based on a belief believed by a person to a person or an object (Huh et al., 2020). However, nowadays many circulating fake cosmetics sold by people are not responsible. This is a challenge for local cosmetic companies to ease the unrest and restore consumer confidence in local cosmetics.

Emotional attachment is played by the company to give a deeper impression and the key to recognizing consumer characteristics that correspond to the marketed product. According to Majeed et al. (2017), Consumers are easier to get attention to something interesting and enjoyable. Cosmetic companies in Indonesia that house their respective brands take the way to take the attention of consumers using celebrity endorser as one of their marketing strategies. The interesting thing that can be confirmed is the emergence of purchase intentions against celebrity endorsers, after an indirect relationship through emotional attachment and brand trust with consumers. This research was conducted to find out things that affect local cosmetic

consumers to have purchasing intentions. Purchase Intention as dependent variables in this study, through several variables such as celebrity endorser as independent variables and emotional attachment and brand trust as intervening variables.

## **LITERATURE REVIEW**

### ***Purchase Intention***

Purchase intention is a desire that arises to have something based on the needs. Then this purchase intention will give rise to a purchasing process that arises after an alternative evaluation process in an evaluation process. Consumers will make purchases by following experience, interest, and also external factors that serve to process information collection, alternative search, alternative evaluation, until the purchase decision (Bastian, 2014). According to Durianto (2011) and Yu & Lee (2019) purchase intentions can arise after consumers have been affected by quality and quality, as well as interesting information about the product. When information about this product or brand is received positively, the purchase intention in a consumer will be higher as well.

Therefore, purchase intentions are often an important benchmark or measurement of conjecture from consumption behavior. According to (Orth et al., 2007) the purchase intention can be seen from several ways, namely: 1) Trust in products, 2) Certainty to choose, 3) Confidence to buy products.

### ***Celebrity Endorser***

Celebrity endorser is a form of advertising that utilizes the social status of someone who is prominent or seen as good to promote a service, goods, or ideas. Celebrities today are a form of "human brand" which has an association that is prepared to then be presented to consumers (Jos & Lange, 2018). According to Dwivedi et al. (2011), celebrities entrusted are people who have relevant influences on various fields in society, ranging from the world of arts and entertainment, business, politics, and even religion. Choosing the right celebrity endorser now used by companies to provide additional support to a brand, creation of attention to a company's marketing communications, stating its brand image, and increasing sales and stimulate consumers to support their offering (Winterich et al., 2018).

To find the right celebrity endorser in marketing a product, companies can look at the three dimensions. First dimension is Attractiveness. Attractiveness refers to how good and attractive an individual's physique is. The second is Expertise, at the level of an influencer, this can be seen from how much knowledge they have on the product that is endorsed to them. The third dimension is Trustworthiness, this refers to how trustworthy an individual can be (Wiedmann & von Mettenheim, 2020). Seno & Lukas (2007) in his research mentioned an endorsement can be done in several ways. Endorsement can be *explicit*, *Implicit*, *Imperative* and *Co-presentational*. Consumers will tend to have a positive attitude towards advertising messages because they feel that celebrity endorsers are "similar." In the end it will also have a positive effect on the brand as a whole (Song & Kim, 2020). Celebrity endorsers can be easily recognized and recognized by many audiences. Therefore, celebrity endorsers can provide assistance for companies to be able to build emotional associations with their consumers.

Research conducted by Jos & Lange (2018) which discusses the influence of celebrities through social media states that there is a positive influence between celebrities on the emotional attachment of their followers. A follower (followers) not only follow a celebrity to see his life, furthermore, they also follow the endorsements that are attached or are being lived by celebrities they follow. Research conducted by Ladhari et al. (2020), digital celebrities who do endorsements shows positive results against emotional attachment.

Celebrity endorsers also have an impact on a consumer's brand trust. When a company uses a trustworthy endorser, it can show the seriousness of the company in delivering the message credibly. Companies should be able to find celebrity endorsers who have a trustworthy image so that consumers do not feel deceived or manipulated by a celebrity endorser who only acts according to the pay they get. In one of the studies from Miller & Allen (2012), on the relationship between celebrity endorsers and brand trust, showed that there is a positive relationship between the two variables.

The study examined the influence of several celebrities with clothing brand GAP. Research on the influence of celebrity endorsers and brand trust also showed positive results on research conducted by Dwivedi et al. (2019). The study sampled 525 Indians who used telecommunications equipment. Research conducted by Aldajani et al. (2019) states that when a celebrity endorser is marketing a brand, he will show a trustworthy attitude. This affects the

consumer's view of the brand. In this study also explained, that the more attractive and popular a celebrity is chosen, the higher the chances of consumers having purchase intentions. Research that also shows the positive influence between celebrity endorsers and purchasing intentions can be found in the research results of Wang et al. (2012). The study used 202 valid samples on general respondents in Taiwan. Osei-Frimpong et al. (2019) research shows positive results among celebrity endorsers against buying intentions. The study was conducted on 500 respondents from three universities located in Accra.

H1 : Celebrity endorser positively and significantly affects emotional attachment

H2 : Celebrity endorser positively and significantly affects brand trust

H5 : Celebrity endorser positively and significantly influences the purchase intention

### ***Emotional Attachment***

Emotional attachment is a specific emotional bond between an individual and an object. Emotional attachment can be a way to find out more about what consumers really want. When a consumer feels strongly tied to a brand, the consumer will easily give himself to engage further to the brand to maintain the relationship that has been built (Jos & Lange, 2018). This is a positive form of satisfaction felt by consumers when they feel that a brand can "describe or connect" with itself.

Companies that realize this will be easier to see or predict their committee and consumer loyalty (Ladhari et al., 2020). According to Dwivedi et al. (2019) there are three dimensions that become indicators of an emotional attachment: *Affection* (peace, love, and familiarity, sense of comfort, warmth and also enjoyment). *Connection* (effective commitment and sense of belonging). *Passion*, a feeling that reflects satisfaction, passion, pleasure, and enthusiasm.

Emotional attachment also has an influence on the consumer's buying intentions. According to research conducted by Ladhari et al. (2020) which states that there is a positive impact between emotional connection (emotional attachment) and the intention to buy consumers online. When a consumer already feels that a brand can bond, in this case a brand is described as a complement to a consumer's life, then this will make the consumer become loyal to the brand. Consumers will tend not to rethink what replacement brands can complement their needs.

Research conducted by Yilmaz et al. (2011) on 543 participants in Istanbul explained, when a source can provide feelings that tend to be positive (pleasure and comfort) and can attract attention, consumers will feel more connected to a brand. Ultimately, consumers can make it easier to purchase the products they love whenever they want.

H3 : Emotional attachment positively and significantly affects purchasing intentions

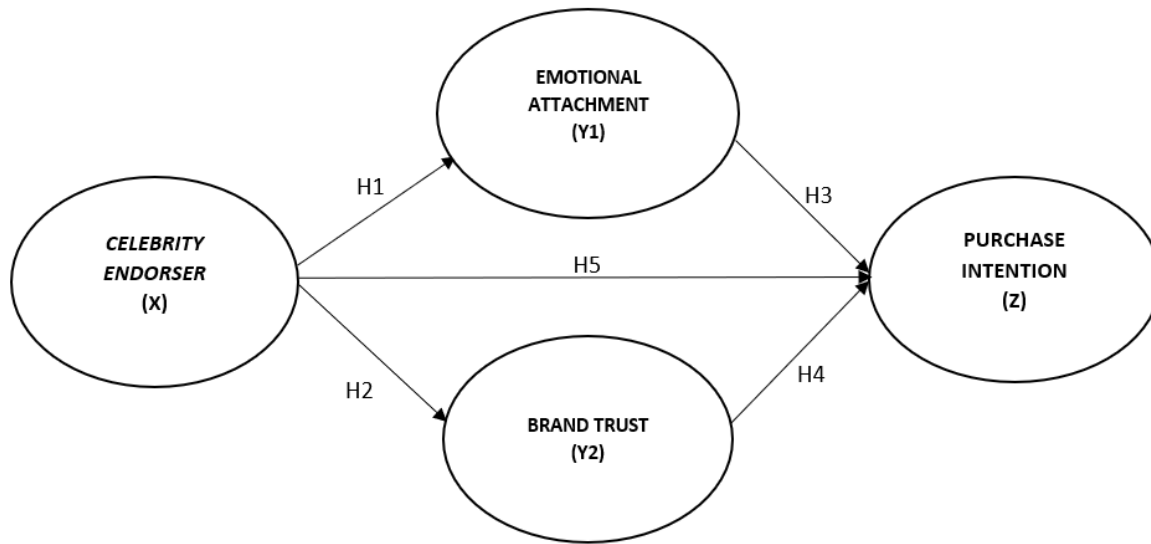
### ***Brand Trust***

According to (Huh et al., 2020) belief is a relationship based on beliefs that a person believes in a person or an object. Where this belief is understood by the person will not involve him in situations that are detrimental to him. Trust in the brand can be a benchmark for companies to be able to see how dependent consumers are on the function and performance of a brand (Habibi et al., 2014). To build a brand trust for the company, it is necessary to reduce weak or unclear information about a product. Then, trust in the brand can also be done by developing mutually beneficial activities and experiences for consumers and companies (Chae et al., 2020).

To measure brand trust, (Kustini, 2001) divides the dimensions of brand trust in two; *Dimension of Viability*, which refers to the perception that a brand can meet or satisfy the needs and values of consumers. *Dimension of Intentionality*, This dimension describes the feeling of safety that an individual feels about a brand. Brand trust can affect a consumer's buying intentions. According to Becerra & Badrinarayanan (2013), brand trust can make consumers will easily promote their favorite brand to anyone. This is based on the trust formed between the consumer and a brand. Research conducted by Wu et al. (2008) concluded that there is a positive influence between brand trust and consumer purchasing intentions, either directly or indirectly despite passing through personal reciprocity as intervening.

Reinikainen et al. (2020) in his research found a positive influence between brand trust and online and conventional buying intentions. In this study, brand trust was very influential in advertising on the YouTube podium as well as on healthcare. Chae et al., (2020) in a study of 460 participants who were considered potential buyers of limited edition shoes. Research shows that there is an influence between brand trust and buying intentions.

H4 : Brand Trust positively and significantly affects purchasing intentions



**Figure 1. Research Model**

Source: Data processed by researchers (2021)

## RESEARCH METHOD

### *Respondent*

The population taken in this study are women who are interested in using ESQA brand cosmetic products and domiciled in Jakarta, Bogor, Depok, Tangerang and Bekasi. This study uses purposive sampling method, which this study has criteria. The respondents sought were women who had never and had the intention to use ESQA cosmetics and aged between 18 - 50 years. In this study, there were 210 female respondents who participated online using Google Form.

### *Measurement*

Data retrieval was conducted using questionnaires and using a likert measuring scale. There are 6 scales in this study, so respondents are more facilitated because the categories have a clear order, ranging from 1 = "strongly disagree" to 6 = "strongly agree" (Sukardi, 2015). The questionnaire is divided into three parts. The first part, contains questions to screen respondents. The second part contains questions about the respondent's identity such as age, occupation, income, domicile. The third part, contains the statements of several indicators that are adjusted to the variables to be studied.

The celebrity endorser statement adapted from Cuomo et al. (2019), Aldajani et al. (2019), Erfgen et al. (2015). For emotional attachment statements adapted from Jos & Lange (2018), Ladhari et al. (2020), Dwivedi et al. (2019), Martins et al. (2019). For brand trust statements adapted from Cuomo et al. (2019), Dwivedi & Johnson (2013) and statements of purchase intention adapted from Song & Kim (2020) and Martins et al. (2019).

### ***Analysis***

The study used SPSS version 22 and LISREL program to assist in analyzing the data. According to Bachrudin & Tobing (2003) the use of Lisrel can help researchers to see the quality of measurements in calculations. Also, latent variables can be included in the analysis other than indicator variables. Lisrel can also allow for development concepts or theories.

This study uses structural equation (SEM) method of data model analyzed in this study, among others descriptive analysis, validity test using Confirmatory Factor Analysis (CFA) with the Goodness Fit Indices measuring instrument, namely, Chi-Square measuring instrument (CMIN) with probability  $> 0.05$ , Goodness of Fit Index (GFI) is acceptable if the value  $\geq 0.90$ , The Root Mean Square Error of Approximation (RMSEA) is acceptable if the value is  $\leq 0.08$ , comparative fit index (CFI) with an expected value of  $> 0.95$ , and cmin/df value is expected to indicate acceptance of a model  $\leq 2.00$ . The Reliability Test is considered good by looking at Cronbach's alpha with a value of  $> 0.7$ . Then, Test the Hypothesis by looking at the t-value  $> 1.96$ .

## **RESULT AND DISCUSSION**

### ***Descriptive Analysis***

#### ***Celebrity Endorser***

Based on this datas, there are six points of statement for Celebrity Endorser (CE) submitted to respondents. It is known that the most preferred answer is "Agree" with a percentage of 48%. The item of the statement with the most percentage is CE.02 which states "Paola Serena reminds me of ESQA cosmetics" which was answered by 111 respondents and has a percentage of 52.9%. Statements for celebrity endorser variable are considered to be responded well by respondents.



**Table 1. Descriptive Analysis Table Celebrity Endorser**

Item	Statement	STS	TS	SDTS	SDS	S	SS
CE.01	I find Paola Serena attractive	1	11	5	41	98	54
		0,5%	5,2%	2,4%	19,5%	46,7%	25,7%
CE.02	Paola Serena reminds me of ESQA cosmetics	2	6	11	29	111	51
		1,0%	2,9%	5,2%	13,8%	52,9%	24,3%
CE.03	I feel Paola Serena has a good knowledge of ESQA cosmetics	1	9	11	48	104	37
		0,5%	4,3%	5,2%	22,9%	49,5%	17,6%
CE.04	I feel Paola Serena is fit to be an ambassador (representative) of ESQA cosmetics	0	3	18	42	104	43
		0,0%	1,4%	8,6%	20,0%	49,5%	20,5%
CE.05	I feel Paola Serena is reliable	2	3	9	53	103	40
		1,0%	1,4%	4,3%	25,2%	49,0%	19,0%
CE.06	I felt interested in buying ESQA products after seeing Paola Serena on ESQA cosmetic visual content	1	13	18	41	85	52
		0,5%	6,2%	8,6%	19,5%	40,5%	24,8%
	Persentase	0,6%	3,6%	5,7%	20,2%	48,0%	22,0%

Source: Data processed by researchers (2021)

**Emotional Attachment****Tabel 2. Descriptive Analysis Table Emotional Attachment**

Item	Statement	STS	TS	SDTS	SDS	S	SS
EA.01	I emotionally feel connected to Paola Serena as an ambassador for ESQA cosmetics	1	3	8	41	116	41
		0,5%	1,4%	3,8%	19,5%	55,2%	19,5%
EA.02	Paola Serena can give an honest picture of myself	1	3	9	37	98	62
		0,5%	1,4%	4,3%	17,6%	46,7%	29,5%
EA.03	The benefits of ESQA cosmetic make me want to use it	2	5	12	53	77	61
		1,0%	2,4%	5,7%	25,2%	36,7%	29,0%
EA.04	I want to be like Paola Serena	0	3	11	40	113	43
		0,0%	1,4%	5,2%	19,0%	53,8%	20,5%
EA.05	I feel enamored with ESQA cosmetics	1	3	7	26	90	83
		0,5%	1,4%	3,3%	12,4%	42,9%	39,5%
EA.06	I love ESQA cosmetics	1	3	4	53	100	49
		0,5%	1,4%	1,9%	25,2%	47,6%	23,3%
EA.07	There is a certain pleasure when having ESQA cosmetic products	1	8	8	40	116	37
		0,5%	3,8%	3,8%	19,0%	55,2%	17,6%
	Percentage	0,5%	1,9%	4,0%	19,7%	48,3%	25,6%

Source: Data processed by researchers (2021)

Based on this data, there are seven statements for Emotional Attachment (EA) submitted to the respondents. It is known that the most voted answer is “Agree” with a percentage of 48.3%. The statement items with the highest percentage are EA.01 which states "I feel emotionally connected with Paola Serena as an ESQA cosmetic ambassador (representative)" and EA.07 which states "There is a special pleasure when having ESQA cosmetic products" where the two statements are answered by 116 respondents with a total percentage of 55.2%. Statements for Emotional Attachment variable are considered to be responded well by respondents.

### ***Brand Trust***

**Tabel 3. Descriptive Analysis Table Brand Trust**

<b>Item</b>	<b>Statement</b>	<b>STS</b>	<b>TS</b>	<b>SDTS</b>	<b>SDS</b>	<b>S</b>	<b>SS</b>
BT.01	I feel like I can enjoy using ESQA cosmetics.	0	8	9	42	97	54
		0,0%	3,8%	4,3%	20,0%	46,2%	25,7%
BT.02	ESQA Cosmetics cares about my desires.	3	7	18	34	105	43
		1,4%	3,3%	8,6%	16,2%	50,0%	20,5%
BT.03	I love the look of ESQA cosmetics.	2	5	20	64	95	24
		1,0%	2,4%	9,5%	30,5%	45,2%	11,4%
BT.04	I believe, ESQA cosmetics are suitable for people with make-up style like me.	4	9	13	33	86	65
		1,9%	4,3%	6,2%	15,7%	41,0%	31,0%
BT.05	ESQA Cosmetics is honest in dealing with my make-up concerns.	0	10	14	30	117	39
		0,0%	4,8%	6,7%	14,3%	55,7%	18,6%
BT.06	I believe ESQA cosmetics is a good product.	2	4	12	33	118	41
		1,0%	1,9%	5,7%	15,7%	56,2%	19,5%
	Percentage	0,9%	3,4%	6,8%	18,7%	49,1%	21,1%

**Source: Data processed by researchers (2021)**

Based on this data, there are eleven statements for Brand Trust (BT) submitted to the respondents. It is known that the most voted answer is “Agree” with a percentage of 46.9%. The statement item with the highest percentage is BT.06 which states "I believe ESQA cosmetics are a good product." The statement was answered by 118 respondents with a total percentage of 56.2%. Statements for Brand Trust variable are considered to be responded well by respondents.

## Purchase Intention

**Tabel 4. Descriptive Analysis Table Purchase Intention**

Item	Statement	STS	TS	SDTS	SDS	S	SS
PI.01	I intend to purchase the product from ESQA	0	3	22	49	94	42
		0,0%	1,4%	10,5%	23,3%	44,8%	20,0%
PI.02	If I want to buy cosmetics, I would consider buying ESQA cosmetics	1	3	10	32	110	54
		0,5%	1,4%	4,8%	15,2%	52,4%	25,7%
PI.03	The chances of me buying ESQA cosmetics are high	1	2	22	50	97	38
		0,5%	1,0%	10,5%	23,8%	46,2%	18,1%
PI.04	I would recommend others to buy ESQA cosmetic products	1	2	14	59	82	52
		0,5%	1,0%	6,7%	28,1%	39,0%	24,8%
PI.05	I find buying ESQA cosmetic products useful	0	4	15	47	83	61
		0,0%	1,9%	7,1%	22,4%	39,5%	29,0%
	Percentage	0,3%	1,3%	7,9%	22,6%	44,4%	23,5%

Source: Data processed by researchers (2021)

Based on this data, there are five statements for Purchase Intention (PI) submitted to the respondents. It is known that the most voted answer is “Agree” with a percentage of 44.4%. The statement item with the highest percentage is PI.02 which states "If I want to buy cosmetics, I will consider buying ESQA cosmetics." The statement was answered by 110 respondents with a total percentage of 52.4%. Statements for Purchase Intention variable are considered to be responded well by respondents.

## Validity Test

### Confirmatory Factor Analysis (CFA)

**Table 5. CFA Test Result Celebrity Endorser**

Index	Cut Off Value	Result	Evaluation Model
RMSEA	$\leq 0.08$	0.04	<i>Fitted</i>
GFI	$\geq 0.90$	0.98	<i>Fitted</i>
CMIN/DF	$\leq 2.00$	1.64	<i>Fitted</i>
CFI	$\geq 0.95$	0.99	<i>Fitted</i>

Source: Data processed by researchers (2021)

The results show that the model on the Celebrity Endorser variable is well received with evidence that all results are in accordance with the criteria. The Celebrity Endorser indicator has six indicators that are each coded "CE.01" through "CE.06". The tests did not eliminate any indicators or all defensive indicators.

**Table 6. CFA Test Result Emotional Attachment**

<b>Index</b>	<b><i>Cut Off Value</i></b>	<b>Result</b>	<b>Evaluation Model</b>
RMSEA	$\leq 0.08$	0.00	<i>Fitted</i>
GFI	$\geq 0.90$	0.99	<i>Fitted</i>
CMIN/DF	$\leq 2.00$	0.88	<i>Fitted</i>
CFI	$\geq 0.95$	1.00	<i>Fitted</i>

Source: Data processed by researchers (2021)

The Emotional Attachment Indicator has seven indicators, each of which is coded “KE.01” to “KE.07”. However, the KE.04 indicator was eliminated because it did not have a value of 0.5. This is done so that the values do not destroy the required index values. The test results are RMSEA of 0.00, GFI of 0.99, CMIN/DF of 0.88, and CFI of 1.00.

**Table 7. CFA Test Result Brand Trust**

<b>Index</b>	<b><i>Cut Off Value</i></b>	<b>Result</b>	<b>Evaluation Model</b>
RMSEA	$\leq 0.08$	0.00	<i>Fitted</i>
GFI	$\geq 0.90$	0.97	<i>Fitted</i>
CMIN/DF	$\leq 2.00$	0.94	<i>Fitted</i>
CFI	$\geq 0.95$	1.00	<i>Fitted</i>

Source: Data processed by researchers (2021)

The results show that the model on the Brand Trust variable is well received with evidence that all results are in accordance with the criteria. The Brand Trust indicator has eleven indicators that are each coded "BT.01" through "BT.11". The tests did not eliminate any indicators or all defensive indicators.

**Table 8. CFA Test Result Purchase Intention**

<b>Index</b>	<b><i>Cut Off Value</i></b>	<b>Result</b>	<b>Evaluation Model</b>
RMSEA	$\leq 0.08$	0.02	<i>Fitted</i>
GFI	$\geq 0.90$	0.99	<i>Fitted</i>
CMIN/DF	$\leq 2.00$	1.08	<i>Fitted</i>
CFI	$\geq 0.95$	1.00	<i>Fitted</i>

Source: Data processed by researchers (2021)

The results show that the model on the Purchase Intention variable is well received with evidence that all results are in accordance with the criteria. The Purchase Intention indicator has five indicators that are each coded "PI.01" through "PI.05". The tests did not eliminate any indicators or all defensive indicators.

## Reliability Test

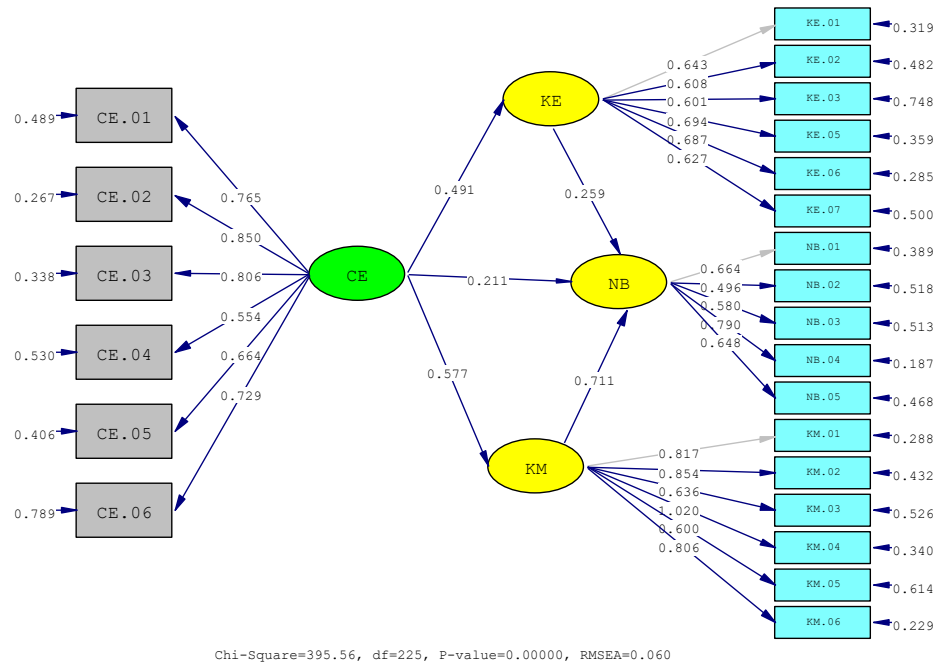
**Table 9. Reliability Test Result**

Variable	Cronbach's Alpha	Evaluation
Celebrity Endorser	0.869	Reliable
Emotional Attachment	0.847	Reliable
Brand Trust	0.894	Reliable
Purchase Intention	0.846	Reliable

Source: Data processed by researchers (2021)

The Reliability Test results show that all variables are Reliable. This is because the entire Cronbach's Alpha value of each variable shows a result of  $> 0.7$ .

## Full Model SEM



**Figure 2. Full Model SEM**

Source: Data processed by researchers (2021)

**Tabel 10. Full Model SEM**

<b>Index</b>	<b><i>Cut Off Value</i></b>	<b>Result</b>	<b>Evaluation Model</b>
RMSEA	$\leq 0.08$	0.06	<i>Fitted</i>
GFI	$\geq 0.90$	0.85	<i>Marginal Fit</i>
CMIN/DF	$\leq 2.00$	1.78	<i>Fitted</i>
CFI	$\geq 0.95$	0.98	<i>Fitted</i>

Source: Data processed by researchers (2021)

After seeing whether or not fit this full model SEM, the results showed that there were good results from the model match test or Goodness of Fit on the sem full model. This can be proven by the results of index tests that match the index criteria.

### ***Hypotesis Test***

The requirement to state that the hypothesis in a study is significant is to look at the t-value > 1.96. This also applies vice versa, where if the t-value < 1.96 then the hypothesis in a study is not significant. Table 13 shows that all hypotheses are significant.

**Table 11. Hypotesis Test Result**

<b>Hypothesis</b>				<b><i>t-values</i></b>	<b>Evaluation</b>
H1	Celebrity Endorser	→	Emotional Attachment	6.34	Signifikan
H2	Celebrity Endorser	→	Brand Trust	7.91	Signifikan
H3	Emotional Attachment	→	Purchase Intention	4.78	Signifikan
H4	Brand Trust	→	Purchase Intention	9.91	Signifikan
H5	Celebrity Endorser	→	Purchase Intention	3.35	Signifikan

Source: Data processed by researchers (2021)

### ***Discussion***

This study examines the purchase intention generated by celebrity endorsers (by looking at the attractiveness, expertise, and trustworthiness side) through the indirect influence of emotional attachment and brand trust. Celebrity endorser has now shifted its meaning, where currently everyone from various fields can be declared a celebrity endorser as long as it is still relevant (Dwivedi et al., 2011). The interesting thing in this study is the proof that celebrity endorsers who are not from big artists can have an influence on emotional attachment. This is in accordance with research by Dwivedi et al. (2016) which states that attractiveness, expertise,

and trustworthiness provide the ability to increase the emotional attachment between celebrities and consumers. This research shows that personal character similarities as well as self-image can also provide a deeper bond between the celebrity and their followers or fans can have an influence on the emotional attachment of a consumer.

The ability of celebrity endorsers to influence brand trust is also well tested in this study. The use of the right Celebrity Endorser such as being attractive, having high product knowledge, and being trustworthy can have an influence on Brand Trust by a consumer. This is in accordance with the research of Miller & Allen (2012) which states that the Celebrity Endorser variable has a positive and significant effect on Brand Trust. However, companies should be able to see which celebrity endorsers have a common personal character and also self-image to consumers who are targeted by the company. This study confirms that trust in the brand leads consumers to recommend the preferred product because consumers believe that the product is good and suitable for themselves.

Jos & Lange (2018) in their research explains that there is an influence between emotional attachment and consumer purchase intention which is marked by the finding that emotional attachment can lead to purchase intention which is driven by how successful the use of celebrity endorsers is to increase emotional attachment. Consumers who feel that a brand can bond, in this case a brand is described as a complement to a consumer's life, it will make consumers become loyal to the brand.

Brand trust also proved influential in this study. Brand trust will be a profitable thing for the company because voluntary promotions can be given by consumers who already have trust in a brand (Becerra & Badrinarayanan, 2013). Consumers will be more confident in a brand when it can provide the benefits needed by consumers. Benefits on the basis of trust arouse the passion of consumer purchase intentions. In a study conducted by Reinikainen et al., (2020), brand trust can also affect how effectively advertise a product on media that matches a product.

The interesting thing obtained from this study is the evidence that there is a positive and significant relationship between celebrity endorsers and consumers' purchase intentions. This is in line with research conducted by Wang et al. (2012) celebrity reputation can increase

consumer attention and desire for advertised products. So, the celebrity endorser reputation can also be considered by companies to advertise a product (Wiedmann & von Mettenheim, 2020).

## CONCLUSION

In this study, it can be concluded that there is an influence between celebrity endorser (X) on purchase intentions (Z) through emotional attachment (Y1) and brand trust (Y2) as intervening. There are some academic suggestions. This research can be re-done by using a different celebrity endorser considering the changes that are not eternal. The use of a larger number of samples is also recommended so that variability can increase (Asiamah et al., 2017). This researcher can be done again by adding the existing variables. The use of brand loyalty (Munyau & Mwirigi, 2013), negative publicity (Thwaites et al., 2012), and brand awareness (Spry et al., 2011).

There are some management suggestions. Company can use celebrity endorsers who are more easily recognized, especially for those aged between 18-40 years. This is because consumers at that age are the most active in using social media, especially Instagram (Schouten et al., 2020). Company can also take advantage of the celebrity endorser by creating more attractive visual content that highlights the benefits of the product that are more visible and easy to understand by potential consumers (Song & Kim, 2020). It is hoped that the company can provide more points that make the product more attractive and can be recommended or preferred by consumers (Aldajani et al., 2019).

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