DOES CELEBRITY ENDORSER EFFECT PURCHASE INTENTION?

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ABSTRACT
The population of this study includes consumers of coffee products who live in Denpasar City with a total sample of 130 samples. The sample is determined by purposive sampling. Data collection used a survey method and a research instrument in the form of a questionnaire measured by a 5-point Likert scale. Data analysis was performed using Path Analysis via SPSS. The results of this study indicate that celebrity endorsers have a positive and significant effect on purchase intention. For future researchers, they can add variables that can influence purchase intention, expand the scope of research, or change research locations.

Keywords: Celebrity Endorser; Purchase Intention.

1. INTRODUCTION
The coffee industry in Indonesia is one of the industries that has grown significantly and contributed to the growth of the national economy. Indonesian coffee consumption during the 2016 - 2021 period is estimated to grow by an average of 8.22 percent/year and in 2021 coffee supply is predicted to reach 795 thousand tons with consumption of 370 thousand tons, resulting in a surplus of 425 thousand tons (Friesa et al., 2020). The International Coffee Organization (ICO) notes that the trend of domestic coffee consumption in Indonesia has continued to increase over the last five years. In the 2018-2019 period, total domestic coffee consumption reached 4,800 bags with a capacity of 60 kilograms (kg). Coffee is a type of drink that is familiar to the people of Indonesia, as one of the largest coffee-producing countries in the world, the tradition of drinking coffee in Indonesia is very high. Indonesia is ranked 4th with the largest coffee producing country in the world (Widiyani, 2020).

Currently, the coffee-based beverage business is becoming a profitable business. There are already many coffee shops that serve drinks from various types of coffee in Indonesia and abroad. The coffee business has great profit potential and good prospects considering that the habit or culture of drinking coffee will continue to be embedded in people's lives. Every day it is proven that there are many coffee connoisseurs, so the coffee business will not be lonely, but what must be considered if you want to do coffee business is the competition. Many coffee shops have appeared in various corners of the city, from large cafes to small shops on the side of the road, indicating that many people are in the coffee business. The coffee business is basically not a business that is difficult to build, a coffee business can be built without large capital starting from simple equipment and can be started from a small coffee shop (Pawoon, 2021).

Coffee connoisseurs in Indonesia are increasingly spoiled with a variety of contemporary coffee menu choices. Thousands of coffee outlets in Indonesia indicate that this business competition is not playing games, it has even spread to remote areas. Millennials who like contemporary coffee,

for example, milk coffee, palm sugar milk coffee and other types of coffee sachets with various brands. Toffin's independent research records the number of coffee shops in Indonesia until 2019 reaching more than 2,950 outlets. So the challenge for coffee businesses is to refresh their product marketing menus so that they are increasingly known and sought after (Wen, 2021).

In research (Sujana & Giantari, 2017) says that, the better the celebrity endorser is in promoting the product, the higher the level of brand image on the product and the higher the level of brand image related to the product, the higher the level of product purchase intention on consumers. The decision to purchase branded products made by consumers has certain reasons. Individual behavior is predicted by purchase intention and the important thing in intention is intensity (Wuryandari, 2014). Purchase intention of potential customers for a product is caused by the influence of the product itself. Companies must try to maintain consumer purchase intention so that they are interested in buying products sold by the company, potential consumers will buy these products because of several things, namely the brand image of these products. Brand image is said to be a vision and belief that is hidden in the minds of consumers, as a reflection of associations that are stuck in consumers' memories (Kotler & Armstrong, 2006: 266). To add a positive image of a product, companies usually use celebrity endorsers to introduce or promote their products.

The use of celebrity endorsers who have credibility in an advertisement is also attempted to gain success in building a brand image (Apejoye, 2013). Celebrity endorsers are figures or public figures that are widely used in various media to support and promote a product (Pracista & Rahanatha, 2014). Celebrity can provide brand acceptance solutions and provide the great momentum that brands need by supporting the brand's intrinsic value (Kaur & Garg, 2016). The concept of celebrity endorsement was implemented in 1893 with the support of pear soap by Lillie Langtry. Companies have the ability to achieve goals through advertising in increasing sales of their products and services through promotions and advertisements (Terlutter et al., 2006). Celebrity endorsers can help strengthen consumer memories related to the brand image of a product. Research conducted by (Hansudoh, 2012) suggests celebrity endorsers have a positive and significant effect on brand image. Contradictory results were found by Nuriani & Haryanto (2010) which stated that celebrity endorsers did not have a positive and significant influence on brand image. According to (Ariatmaja & Rastini, 2017) brand image signifies a certain level of quality of a product so that satisfied buyers can easily choose the product again.

Celebrity endorsers are figures or figures who are paid or invited to cooperate by a company to promote a product or service from a particular brand (Ateke & Onwujiariri, 2016). Meanwhile, according to (Shimp, 2014: 392) Celebrity endorser is an actor or artist, entertainer or athlete which is known or publicly known for its success in their respective fields to support an event. Products advertised in media, ranging from print media, social media, and television media. In addition (Kertamukti, 2017: 69) Celebrity endorsers are advertisements that use individuals who are well known by the public for their achievements apart from the products they support. (Shimp, 2014: 304) says that according to the effectiveness of using celebrity endorsers in an advertisement, it can be measured using 5 indicators called the TEARS MODEL, namely Trustworthiness, Expertise, Attractiveness, Respect, Similarity.

Trustworthiness, this refers to the ability of a celebrity endorser who is seen as having honesty, trustworthiness, and sincerity. Sources of trustworthiness simply reveal that endorsers advertise a brand in stages to make the audience have confidence in something they say. So that

psychologically, the audience feels safe to trust the communication messages conveyed by the endorser so as to create effective behavior change. Expertise refers to the special skills, knowledge, experience and abilities possessed by an endorser. An endorser who is accepted as an expert in advertising products from a brand he supports will be more persuasive in attracting an audience. Attractiveness refers to a number of physical characteristics that people can see in the celebrity endorser, such as good looks or beauty, body shape, and so on. Respect refers to a celebrity endorser who is admired and respected by the audience because of his personal qualities and talents and achievements. Similiarity refers to similarities between the endorser and the intended audience in various ways such as age, gender, ethnicity, social status and so on. Similarity is an important characteristic because it is easier for the audience to relate to an endorser because they have the same characteristics as the audience themselves

Purchase Intention or consumer purchase intention is the stage where the consumer evaluates the information received, this also means that the consumer's purchase intention is something that the consumer thinks about buying (Hartini, 2012). Purchase intention is so important because later it will be related to the buying process, where according to (Kotler & Amstrong, 2006) there are five stages of the buying process, namely need recognition, information search, evaluation of alternatives, purchase decisions and behavior after purchase. Purchase intention is the consumer's stage in forming their choice among several brands that are incorporated in the choice set, then in the end make a purchase on an alternative they like or the process that consumers go through to buy goods and services based on various considerations (Annafik & Rahardjo, 2012). Purchase intention is part of the behavioral component in consuming attitudes. According to (Kinnear & Taylor, 2003) buying interest is the stage of the respondent's tendency to act before the buying decision is actually implemented. In addition, it also refers to the level of confidence perceived by customers to buy products or services or to repurchase any product (or service) at a particular organization. Purchasing decision according to (Kotler & Armstrong, 2012: 154) is the buyer's decision about the choice of brand to be purchased, there are two factors that can exist between purchase intention and purchase decision. The first factor is the attitude of other people. If someone important to you thinks you should buy the cheapest car, then your chances of buying the more expensive car are reduced. The second factor is an unexpected situational factor. Consumers may form purchase intentions based on factors such as income, price and expected product benefits. However, unforeseen events can change purchase intentions.

Based on research conducted by (Hansudoh, 2012) and (Prabowo, 2014) shows that celebrity endorsers have a positive and significant effect on purchase intention. Celebrity endorser displays a celebrity who is known by the wider community because of their performance in a field that can bring out the similarities and suitability between the celebrity and the product brand being promoted. Celebrities that are known by consumers will generate interest in making purchasing decisions. According to (Erdem et al., 2006) celebrity endorsers can influence interest in purchasing decisions. With the celebrity endorser indicator, it can be concluded that the popularity and attractiveness of celebrities makes people always pay attention to every activity they carry out. Celebrities who have high credibility are believed to be able to promote brand advertisements for a product properly. Celebrities have great power in creating consumer perceptions. If the consumer's perception is positive, it creates consumer buying interest in the product.

H1: Celebrity endorsers have a positive and significant effect on Purchase Intention

2.METHODS

The research was conducted in Denpasar City, this location was chosen because it is the capital of Bali Province and the city with the most population with a total of 651,601 residents among other cities (denpasarkota.bps.go.id, 2020). This condition makes the City of Denpasar an area with quite high opportunities to develop the coffee industry, where people in Denpasar City, who incidentally are office employees, prefer to drink coffee in shops during work breaks because it is more efficient and entertainment for them after being tired from work. office. The objects of this research are celebrity endorsers and purchase intentions. While the subjects in this study were people who wanted to buy or know coffee products. The population in this study are people who want to buy coffee products, of course, who live in Denpasar City. The sampling technique used was purposive sampling. The data in this study used qualitative data and quantitative data which were sourced from primary data and secondary data. The data collection method in this study was carried out using a survey method. The data analysis technique in this study used a simple linear regression analysis test.

3.RESULTS AND DISCUSSION

Table 1. Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.114	0.284		0.402	0.688
Celebrity endorser	0.614	0.092	0.527	6.648	0.000
	R^2	: 0,613			

Primary Data, 2023

The celebrity endorse variable has a coefficient of 0.527, meaning that the celebrity endorser has a positive direction of influence on purchase intention. This means that if the celebrity endorser increases, the purchase intention will increase. The results of the hypothesis in this study indicate that celebrity endorse has a positive and significant effect on purchase intention, in other words, the increasing celebrity endorser, the purchase intention of coffee products so that the hypothesis is accepted.

The results of this study indicate that the celebrity endorse variable has a significant influence on the purchase intention variable. Based on research conducted by (Hansudoh, 2012) and (Prabowo, 2014) shows that celebrity endorsers have a positive and significant effect on purchase intention. Celebrity endorser displays a celebrity who is known by the wider community because of his performance in a field that can bring out the similarities and suitability between the celebrity and the product brand being promoted. Celebrities that are known by consumers will generate interest in making purchasing decisions. According to (Erdem et al., 2006), celebrity endorsers can influence interest in purchasing decisions. With the celebrity endorser indicator, it can be concluded that the popularity and attractiveness of celebrities makes people always pay attention to every activity they carry out. Celebrities who have high credibility are believed to be able to promote brand advertisements for a product well. Celebrities have great power in creating

consumer perceptions. If the consumer's perception is positive, it creates consumer buying interest in the product.

4.CONCLUSION

Celebrity endorsers have a positive and significant effect on purchase intention of coffee products, meaning that the more often celebrity endorsers are exposed on social media, the higher the level of purchase intention by consumers. Based on the results of the research, it can be concluded as follows, namely the use of celebrity endorsers can be increased in terms of advertising or advertisements on social media, where endorsers who are reviewing Kopi Janji Jiwa can be shown or highlighted more often on social media so that they can make consumers more trust.

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