IBN HALDUN UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MANAGEMENT

MASTER THESIS

MEASURING THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION: THE ROLE OF BRAND IMAGE AS A MEDIATOR

RAMDANI MURDIANA

THESIS SUPERVISOR: PROF. EKREM TATOĞLU

ISTANBUL, 2020

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by
RAMDANI MURDIANA

A thesis submitted to the School of Graduate Studies in partial fulfillment of the requirements for the degree of Master of Arts in Management

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APPROVAL PAGE

This is to certify that we have read this thesis and that in our opinion it is fully adequate, in scope and quality, as a thesis for the degree of Master of Arts in Management.

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This is to confirm that this thesis complies with all the standards set by the School of Graduate Studies of Ibn Haldun University.

Date of Submission

Seal/Signature

ACADEMIC HONESTY ATTESTATION

I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ÖZ

KUTSALLIK ONAYININ SATIN ALMA AMACI ÜZERİNDEKİ ETKİSİNİN ÖLÇÜMESİ: BİR ARABULUCU OLARAK MARKA İMAJININ ROLÜ

Yazar: Murdiana, Ramdani
İşletme Yüksek Lisans Programı
Tez Danışmanı: Prof. Dr. Ekrem Tatoğlu
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Birçok Endonezya halkının dikkatini çeken trend, özellikle de şu anda, ünlüler tarafından popülerleştirilmeye çalışılan safran baharatıdır. Birkaç Endonezyalı ünlü safran işine katılmaya çalışıyor. Safran iş fırsatlatları, iş adamları safran işinin bir destekçisi olarak ünlünün popülaritesinden yararlandığında tanınmış hale gelir. Bu çalışmada ünlülerin tanıtım yapması, aradaki değişken olarak marka imajı olan SAFFRONESIA (Shamim Safran Endonezya) ürünlerinin satın alınma isteği üzerindeki etkisini incelemeyi amaçlamaktadır. Bu çalışmanın sonuçları, güvenilirlik ve çekiciliğin göstergeleri ile ünlülerin tanıtımının, tüketicinin satın alma isteğine olan ilgisini artırma üzerinde olumlu bir etkisi olduğunu göstermektedir. Marka imajında güç birliği ile tüketicileri cezbetmek için şirket, marka imajını daha cazip bir şekilde ve satın alma arzusunu yerine getirmede müşteri rehberliği sağlayan avantajlı birliktelik göstergeleri aracılığıyla iletiyor. Değişken satın alma isteğinin sömürücü faiz göstergeleri üzerindeki etkileri ile ilgili olarak, bu çalışma işlemsel faiz göstergesine ek olarak, şirketlerin uygun ve çekici reklam teknikleriyle satın alma isteğini artırmak için stratejiler oluşturmalarına yardımcı olmaktadır. Bu araştırma, çekici bir reklam ve doğru içerik seçimi ile sosyal medya üzerinden düzenli güncellemeler yaparak SAFFRONNESIA reklam oluşturma stratejisinin güçlendirilmesine yardımcı oluyor. Ünlülerin tanıtımı ve popülaritesinin kullanılması, SAFFRONNESIA ürünlerinin satın alınma isteği belirlenmesine yönelik iyi ve olumlu bir marka imajı oluşturdu. Ünlülerin reklam yüzü olarak kullanılmasından elde edilen bir marka imajının oluşturulması, rakiplerden üstün bir marka imajı yaratabilir ve hedef tüketiciler için SAFFRONNESIA ürünlerini satın alma arzusuna olan gücü artırabilir.

Anahtar Kelimeler: Kutsallık Onayı, Satın Alma, Marka İmajı.

ABSTRACT

MEASURING THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION: THE ROLE OF BRAND IMAGE AS A MEDIATOR

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MA in Management

Thesis Supervisor: Prof. Ekrem Tatoğlu

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The trend that is attracting the attention of several Indonesian people, especially at this time is the trend of saffron spices from Iran which began to be popularized by celebrities. Several Indonesian celebrities are trying to get involved in the saffron business. Saffron business opportunities become viral when business people take advantage of the popularity of the celebrity as a supporter of saffron business. This study aims to analyze the effect of celebrity endorsement on the purchase intention of SAFFRONESIA (Shamim Saffron Indonesia) products with a brand image as an intervening variable. The results of this study indicate that celebrity endorsement with indicators of credibility and attractiveness has a positive effect on increasing consumer interest in purchase intention. To attract consumers through strength association on brand image, the company communicates brand image in a more attractive way and through favorability association indicators that provide customer guidance in fulfilling their desires in purchase intentions. Related to the implications of the variable purchase intention on explorative interest indicators, this study helps companies create strategies to increase purchase intention with appropriate and attractive advertising techniques, in addition to the transactional interest indicator, this research helps strengthen the strategy of SAFFRONNESIA image formation by making regular updates through social media with an attractive visual appearance and the right content selection. Utilization of the popularity of celebrity endorsement has formed a good and positive brand image towards the determination of the purchase intention of SAFFRONNESIA products. The formation of a brand image obtained from the use of celebrity as a celebrity endorsement can create a superior brand image from competitors and can increase the impetus on the purchase intention of SAFFRONNESIA products for target consumers.

Keywords: Celebrity Endorsement, Purchase Intention, Brand Image.

DEDICATION

It is dedicated to Ibn Haldun University as a graduation requirement. This thesis is the result of my work based on the knowledge and experience that I obtained during my study at this campus. Throughout my four-semester terms of study, I gained a lot of new things that I could use in the future. This research gives me the enthusiasm to continue to contribute to academics.

ACKNOWLEDGEMENT

This thesis sets a new boundary between two distinct phases of my personal and professional life, the past and the future. It is the past that enabled such a quest and it is the future that creates such excitement and enthusiasm. I should remain first grateful to God for all the blessings I have been granted and for my mother who always supports me. Thanks to my incomparable supervisors, Prof. Dr. Ekrem Tatoğlu for taking me through the most interesting learning experience. It has been an actual transforming experience. Thanks for being always understanding and supportive.

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Many had guided me toward a better route, either directly by giving advice or indirectly by turning my application down. I would like also to thank my work colleagues who understood, appreciated, facilitated, and supported me in my pursuit of knowledge. Thanks also for Uchica Putri Pattisahusiwa as my future wife who never stopped supporting and praying for me to finish this thesis.

Finally, this simple work is dedicated to people who have had great encouragement, support, and love for me. It was in our small and humble house where I learned to appreciate the knowledge and pursue big dreams.

Ramdani Murdiana

ISTANBUL, 2020

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LIST OF SYMBOLS AND ABBREVIATIONS

AIDA	Attention Interest Desire and Action
AMOS	Analysis of Moment Structures
AVE	Average Variance Extracted
ISO	International Standards Organization
LSR	Linear Structural Relationship
PLS	Partial Least Square
SEM	Structural Equation Model
SMEs x	Small and Medium Enterprises
TEARS	Trustworthiness Expertise Attractiveness Respect and Similarity

CHAPTER I

INTRODUCTION

"Promotions will come and go, but your hard work will always shine and show."

Uchica Putri Pattisahusiwa,
Junior vice president, Shamim Saffron.

1.1. Background

The development of creative industries and plants in Indonesia is increasingly diverse. A trend that has caught the attention of several Indonesian people, especially now, is the trend of Iranian saffron spices popularized by celebrities. Several Indonesian celebrities are trying to get involved in the saffron business. Saffron business opportunities become viral when business people take advantage of the popularity of the celebrity as a supporter of business. Business people easily attract the attention of celebrity fans to buy and disseminate news of the existence of the product.

Saffron which began to bloom in Indonesia in recent years is a spice known for its myriad benefits, it turns out to provide profitable business opportunities for business people. Running a saffron business in Indonesia is arguably still low in competition. This business can also be cultivated so that profits increase, given the selling price of saffron which even reaches hundreds of millions per kilogram. Saffron is a type of spice that comes from the flower stalks of a blooming flower.

In every 1 flower, there are only 3 pistils in it. Thus, for 1 kilogram of saffron requires at least 500,000 flowers or even the equivalent of a football field. Saffron flower has been known for its usefulness for a long time, which is often used for beauty and health. This Saffron flower has the scientific name *Crocus Sativus* and has a beautiful appearance. Reporting from agrowindo.com (2020) this saffron flower turned out to be very profitable in its cultivation. That is why saffron business opportunities in Indonesia can bring big profits. Until now, saffron sales have continued to increase

dramatically, along with the awareness of the people of Indonesia of the importance of healthy living and saffron which offers many benefits. That is why saffron business opportunities in Indonesia have enough potential, we can even cultivate them on our land, so there is no need to import saffron from Iran.

In Business Insider (2018) says saffron contains some very expensive chemical components such as *picrocrocin*, *crocin*, and *safranal*. They are the three main components or compounds that cause distinctive taste, color, and aroma. When talking about the quality of saffron, technically the three chemical components also determine the quality of this herb. Saffron is commonly found in foods, such as paella saffron, used to add strong aromas and as a natural coloring agent. This herb is also used in broth, bread, and seasonings. Saffron can be a natural coloring and can create a golden yellow color. Besides being processed into food, and coloring, saffron can be consumed by taking it in capsules. Not only in Iran, saffron is also planted in other countries such as Spain, India. and Afghanistan.

Four saffron business brands that are gaining in popularity in Indonesia, including; Saforin Official, Taqychan Saffron, SAFFRONNESIA (Shamim Saffron Indonesia), and Saffron Boim. From the four types of saffron brands that use these celebrities, SAFFRONESIA is the first product present in the city of Jakarta, Indonesia. SAFFRONNESIA was inaugurated on September 27, 2019, and is located at The Mansion Kemayoran, Cluster Bougenville, Tower Fontana BF 10 A1, Pademangan, North Jakarta. So far, SAFFRONNESIA has an Instagram social media account that uses a lot of celebrity endorsements and is arguably the most attractive business compared to other saffron products.

Table 1.1. Saffron Instagram Social Media Using Celebrities in Indonesia (Instagram in October 2019)

Instagram Account	Instagram	
	Follower	Post
Saforin Official	136k	88
Taqychan Saffron	112k	33
SAFFRONNESIA	17.8k	467
Saffron Boim	1.1k	19

The popularity of celebrities plays an important role in introducing and disseminating information on saffron products to the public such as by using social media. SAFFRONNESIA is an Iran saffron sales business and is an official distributor of 100% authentic Iranian Saffron that has been tested in laboratories with expert supervision and has export standard patents from official institutions certified by the Bureau of Quality Standards ISO 22000: 2005 & ISO 9001: 2008.

SAFFRONNESIA products are a combination of imported products that are packaged attractively and have 2 variants of saffron, namely super *negin* and *sargol*. In addition, SAFFRONNESIA uses celebrity endorsement as a sales tool. The attractive packaging, celebrity's popularity and marketing strategies targeting Indonesia alone have become the strength of this business. Amid the success achieved by SAFFRONNESIA to date as a successful spice business, SAFFRONNESIA remains confronted with business competition challenges from other saffron businesses. High competition causes SAFFRONNESIA to be more innovative and try to survive and develop its products to compete with competitors.

Researchers used a pre-survey method by distributing questionnaires to 30 people of Indonesia randomly selected and the measurement using 6 independent variables that influence purchase intention products. The reason researchers conducted a pre-survey that aims to find out what variables can affect the purchase intention of SAFFRONNESIA products. The data obtained by researchers are as follows:

Table 1.2. Pre-survey of the factors that influence Purchase Intention of SAFFRONNESIA Products (Research Data Processed in October 2019)

No	Statement	Frequency the Answer		Number of Respondent	Target (%)
		Yes	No		
1	Trend of Iranian Saffron	16%	84%	30	100%
2	Halal Product	21%	79%	30	100%
3	Celebrity Attraction	10%	90%	30	100%
4	Affordable Price	14%	86%	30	100%
5	Variant of Saffron	20%	80%	30	100%
6	Social Media	19%	81%	30	100%

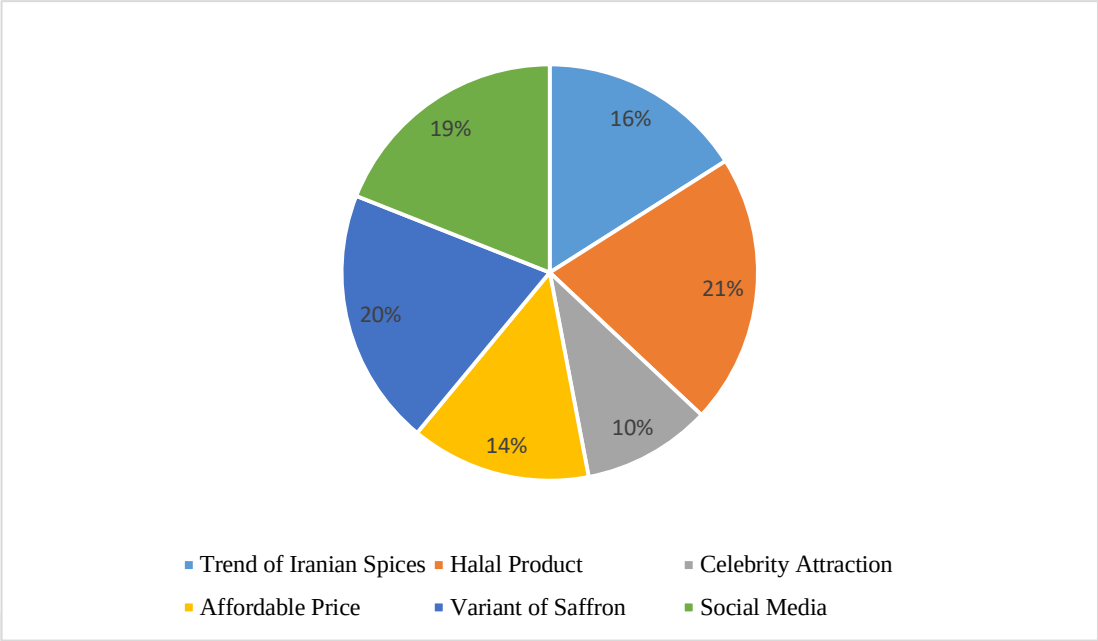

Figure 1.1. Survey Results of Influencing Factors Purchase Intention of SAFFRONNESIA Products (Research Data Processed in October 2019)

Figure 1.1 and table 1.2, it can be seen that the lowest factor regarding 6 independent variables that influence purchase intention SAFFRONNESIA is the attractiveness of the artist as a celebrity endorsement. The ability of a celebrity endorsement in promoting and providing attractiveness to target consumers is needed by the company to increase purchase intention that can encourage a target consumer to purchase of a product offered. The choice of celebrity endorsement is one of the most important factors in business competition and in keeping the business in the future. The success of business resulted from an increase in the purchase intention of the products offered. When the target consumer has the intention to buy positively on a brand, it is a form of commitment to the brand, meaning that the brand is positive and good so that it can trigger purchases. Purchase intention is a plan of the target consumer to make an effort to buy a product.

The willingness of the target consumer to buy has a greater possibility, although the target consumer may not want to buy. Consumers nowadays like healthy spice products at affordable prices. SAFFRONNESIA is a trading company that sells saffron spices from Iran. Saffron is also known as the health flower pistil, king of spices of the red gold throughout history. Saffron has been used for medical and culinary purposes for ages and it has a small spherical onion covered with a brown membrane.

Saffron has health benefits to ward off free radicals, reduce appetite and reduce weight, improve mood and help treat depression, help treat cancer, relieve menstrual pain and menstrual symptoms, reduce blood lipid levels, help alleviate Alzheimer's disease and help treat diabetes (Marsa, 2019). The increasing number of competitors in the natural spice industry, SAFFRONNESIA must continue to improve product and marketing innovations to influence the purchase intention that affects the purchase of SAFFRONNESIA products. One of the things that affect a company's purchase intention is the use of celebrity endorsements that have the potential as a promotional medium. This is what strengthens the use of celebrity endorsements as promotional media.

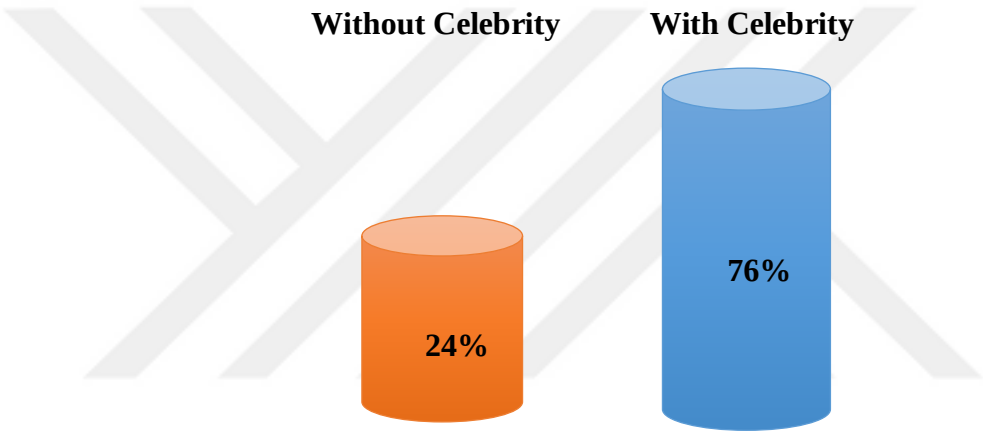

Figure 1.2. Pre-Survey Results of Influencing Factors Purchase Intention of SAFFRONNESIA Products (Research Data Processed in October 2019)

Figure 1.2. shows that increasing company performance can be realized by using celebrity support compared to companies that do not use celebrity support in promoting their products. With the widespread use of celebrities by companies to make advertising strategies that are very effective and carried out by many business people. The use of celebrity in companies can make it easier for companies to create a symbolic association of a brand in the community, where celebrity endorsements have popularity and have many fans. Symbolic associations created by celebrity endorsements who are then able to form memories in the target consumer in creating a brand image that becomes an important thing that can affect purchase intention. A celebrity endorsement is supported by his popularity as a celebrity who has a positive aura, warm, and has a large fan base, especially in Indonesia.

With the popularity of these artists, it is hoped that it can increase people's purchase intention, which in turn can increase purchases of SAFFRONNESIA products. The role of the artist as a celebrity endorsement has a positive impact on the development of SAFFRONNESIA's business. Besides, SAFFRONNESIA is now opening up business opportunities by collaborating with SMEs (Small and Medium Enterprises) in Indonesia.

To expand information on research, researchers conducted interviews with one of the owners and also to the SAFFRONNESIA marketing manager. Interviews conducted by researchers aimed to find out how celebrity endorsements affect purchase intention in SAFFRONNESIA today. The results of interviews conducted by researchers show that the use of celebrity endorsements is a strategic step in introducing products to target consumers at the beginning of the company formation, which can then increase the purchase intention so great on SAFFRONNESIA products, considering that at that time SAFFRONNESIA did not have many competitors and succeeded became a pioneer of Iran Saffron in Indonesia.

However, over time the market continues to grow, more and more competitors, and requires SAFFRONNESIA to survive amid competition. Now, the main marketing strategy used by SAFFRONNESIA is not only to use celebrity endorsements but to change the brand image of saffron spices as a highly efficacious drug, to increase purchase intention of SAFFRONNESIA products. Thus, from the description that the researchers described above. Researchers are interested in examining the measuring the effect of celebrity endorsement on purchase intention; the role of Brand Image as a mediator.

1.2. Formulation of the Problem

Based on this background, the problems in this study are:

1. Does celebrity endorsement have a positive effect on purchase intention?

2. Does celebrity endorsement have a positive effect on the brand image?

3. Does the brand image have a positive effect on SAFFRONNESIA purchase intentions?
4. Does celebrity endorsement have a positive effect on purchase intention by using the brand image as a mediating variable?

1.3. Research Purpose

Based on the problem formulation that has been described above, this study has the following objectives:

1. To analyze the effect of celebrity endorsement on purchase intentions.
2. To analyze the effect of celebrity endorsement on brand image.
3. To analyze the effect of brand image on purchase intention.
4. To analyze the effect of celebrity endorsement on purchase intentions by using the brand image as a mediating variable.

1.4. Benefits of Research

This study is useful to broaden the insight of researchers and practitioners, especially in the field of digital marketing and about the role of brand image mediating the relationship of celebrity endorsement on purchase intention. Research is expected to provide benefits to be a comparative or supporting study in further research.

1.5. Organization of the Remainder of the Study

This dissertation comprises of four chapters. Chapter-1 Introduction the problem, highlights the problem statement and rationale. Chapter-2 The literature explores the theoretical framework and presents the proposed research model. Chapter-3 explains the data collection, research methodologies applied, and results of data analysis. Chapter-4 consists of a discussion of findings and conclusions.

CHAPTER II

LITERATURE REVIEW

Managing a marketing communication system requires an effective and efficient design of strategies and sales programs. Sales promotion is a key element in a company campaign and the best promotion is a promotion conducted by satisfied customers. Thus, promotion needs to be handled carefully because it involves how to communicate with customers but also concerns how much the costs incurred for these costs which of course must be adjusted to the conditions and capabilities of the company.

2.1. Promotion Mix

Promotion mix is a concept of a company going to deliver a clear, consistent, and powerful message about the organization and its products. So that it can form a strong brand identity in the market by binding together and strengthening all the images and messages of the company. Promotion mix is the best combination of strategies from variables advertising variables, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales (Swastha & Irawan, 1990). Tools that can be used to promote a product can be through several ways including advertising, sales promotion, publicity, and personal selling (Gitosudarmo, 1994). The promotion mix consists of four main things namely advertising, sales promotion, publicity, and personal selling (Kotler, 1995).

Promotion mix is a combination of promotional tools including those used to reach target markets and meet overall organizational goals (Lamb, 2001). The communication tools include advertising activities, personal selling, sales promotion, public relations, word of mouth information, direct marketing, and publications (Lupiyoadi & Hamdani, 2009).

The marketing communication mix consists of eight main communication models

namely advertising, promotion, sales, public relations and publicity, events and experiences, direct marketing, interactive marketing, word of mouth marketing, and sales force (Kotler, 2009). From the above definition, it can be concluded that the promotion mix consists of:

2.1.1. Advertising

The era of globalization has an impact on business competition between companies to compete to sell as many products as possible. Thus, companies are required to be more active in increasing marketing activities. Some of the promotion of ideas for goods or services that can be identified through print, broadcast, network, electronic and visual media consisting of newspapers, television, radio, magazines, websites, and billboards. Advertising is one of the most widely used forms of promotion by companies in promoting their products.

Advertising is one form of impersonal communication used by goods or service companies (Lupiyoadi and Hamdani, 2009). Advertising is all forms of paid-for non-personal presentation and promotion of ideas, goods, or services by clear sponsors (Kotler, 2009). Advertising is a form of communication involving the mass media regarding an organization, product, service, or idea paid for by a known sponsor (Morissan, 2014). Advertising is the most well-known form of promotion due to its wide reach. Advertising is an important promotion for companies, especially for companies that produce goods and services to the wider community.

The benefits of advertising itself are the formation of a company image and strengthening of a brand in the long run, as well as suggestions for something to do. Various kinds of advertising media, among others; print media advertisements, electronic media advertisements, signboards, posters; banners, catalogs and slides (Suparyanto, 2015).

From the above definition, it can be concluded that there are four objectives in advertising, including; Advertising that provides information an ad that extensively discloses a product in the pilot phase (introduction) to create demand for the product. Persuasive Advertising that will be important in competitive situations, where the

company's goal is to create selective demand for certain brands. Remember Advertising that will be very important in the maturity stage of a product to keep consumers always remember that product. Reinforcement Advertising an ad that tries to convince buyers that they have made the right choice. For this reason, several media options can be used to carry out encroachments, including newspapers, magazines, radio, television, billboards, direct mail, brochures, and the internet.

2.1.2. Sales Promotion

Sales promotion is a form of selling goods or services through promotions to consumers, business trade, and various other promotional variations such as promotional coupons, giving free samples, and discounts that aim to increase sales. Sales promotion is a plan to assist or complete the coordination of advertising and personal sales (Saladin, 1991). Sales promotion has the nature of communication that provides information and attracts attention, the nature of intensive stimulation, and the nature of the invitation that makes it possible to make a purchase (Shinta, 1998).

Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate product purchases immediately or increase the number of items purchased by customers (Tjiptono, 2000). Sales promotion are all activities intended to increase the flow of goods and services from producers so that they are accepted in the hands of consumers (Lupiyoadi, 2001). Sales promotions are programs and special offers in the short term that are designed to lure related consumers to decide to buy a product or service quickly (Suparyanto, 2015). This promotion often costs a lot of money, but many assume that it has a huge impact on consumer decisions.

Sales promotion is an activity intended to increase the flow of goods or services from producers to the final sale (Lupiyoadi & Hamdani, 2009). Sales promotion is a core ingredient in a marketing campaign consisting of a collection of incentive tools, mostly short-term, designed to stimulate faster or larger purchases of certain products or services by consumers or commerce (Kotler, 2009). It can be concluded that sales promotion aims to provide a more persuasive understanding of product mastery,

influencing consumer image of a given product to introduce the product given to consumers properly.

2.1.3. Personal Selling

Personal selling is an oral presentation in a conversation with one or several potential buyers to make a sale (Kotler, 1995). Individual selling is a sales method that adapts a sales offer to the needs and behavior of a potential buyer (Lupiyoadi & Hamdani, 2009). Personal selling is an ancient art of selling (Kotler, 2009). However, effective salespeople now have more than instinct, they are trained in customer analysis and management methods. From the above definition, it can be concluded that the purpose of individual sales is increasing personal interaction between seller & buyers, providing an understanding of the control of a persuasive product and directing trust in customers to make purchases of products or services.

2.1.4. Public Relation

Public relations is an important marketing tool (Kotler, 1995). Community relations is an important marketing tool, where companies not only deal with customers, and suppliers, but also deal with a larger pool of public interests (Lupiyanto & Hamdani, 2009). Public relations include various programs to promote or protect the company's image or individual products (Kotler, 2009). Public Relations pay attention to several marketing tasks, such as building an image, supporting communication activities, strengthening company positioning, influencing certain publics and holding product launches. Therefore, there are public relations activities that can be used, such as sponsoring events, relations, exhibitions and publications. From the above explanation, it can be concluded that public relations are more oriented towards building a positive image for the company and building better results than before because it collects opinions and suggestions from consumers.

2.1.5. Direct Marketing

At present, there are many types of direct marketing, ranging from the old traditional way to the most modern way by utilizing internet technology. Common forms of direct

marketing are direct mail, mail order, direct response, direct selling, telemarketing, and digital marketing (Sunyoto, 2015). Unlike advertising, direct marketing is aimed at individuals directly through the media. Direct marketing is a marketing system that uses direct channels to reach consumers and deliver goods and services to consumers without going through marketing intermediaries (Kotler, 2009).

Direct marketing is the final element in the communication and promotion mix (Lupiyoadi & Hamdani, 2009). Direct marketing is the use of direct channels of consumers to reach and deliver goods and services to customers without using marketing intermediaries (Kotler, 2009). From the statements of the experts above, it can be concluded that direct marketing is how to create direct contact with customers and potential customers to promote products and services. Unlike advertising media that is not too focused, direct marketing allows marketers to target more specific targets and with personalized messages.

If handled properly, direct marketing will be able to generate high volume sales with relatively low costs. Direct marketing has six fields, namely; direct mail, telemarketing, mail order, direct response, direct selling, and digital marketing. It can be concluded that direct marketing is a marketing system where the organization communicates directly with the target customer to produce a response or transaction. The resulting response can be in the form of inquiry, purchase, or even support. Direct marketing allows companies to use alternative media and messages to get cost-effectiveness.

2.2. Celebrity Endorsement

Celebrity endorsement is an individual known to the public (actors, sports figures, entertainers, etc.) for his achievements in other fields than the supported product classes (Friedman, 1979). Usually, celebrities have fans who can translate or change or even create a target market. They can provide valuable information when the celebrity's personality matches the product, well-being, likes, and the celebrity's attitude leads to the identification and persuasion of consumers who tend to build a good relationship between the product and the celebrity's influence (Belch, 2003).

Celebrities by definition are people who are widely known by the public, be they a movie star, singer, athlete, or model known to the public for their achievements in different fields. Celebrities are a spokesperson for a brand (Pappu & Cornwell, 2012). The selection of celebrities in delivering the message is expected to have a rapid impact on brand awareness and brand recognition (Zafar, 2010).

The accuracy of selecting the message source (endorsement) can be based on the attributes attached to the endorsement (Shimp, 2010). The use of celebrity endorsement has characteristics that are able to influence consumer attitudes or positive responses to products, so that consumers can consider decisions in the product purchase process and can also directly influence behavior through the subconscious shown by celebrities (Pradhan, 2014). The stimulus that consumers get from celebrities can influence their buying attitude or behavior without coercion which will ultimately make purchases of the desired product at a later date (Shimp, 2010).

Attributes related to celebrity endorsement are referred to in the acronym "TEARS" which are divided into two parts namely the credibility factor which includes (Shimp, 2010); (1) Trustworthiness, (2) Expertise (3) Attractiveness, (4) Respect, and (5) Similarity. The use of celebrity supporters must go through several considerations, including the level of popularity of celebrities with celebrity issues chosen to represent the character of the product being advertised (Royan, 2004). Celebrities are sources of advertisements or information about brands and product attributes that are fun, convincing, and attract the attention of the general public. The use of celebrities as endorsements makes it easier to psychologically influence consumers in generating purchase interest.

The use of celebrities in an advertisement involves attraction and credibility which is unique (Sebayang & Siahaan 2008). Celebrities are seen as individuals favored by society and have attractive creative advantages that distinguish them from other individuals. The charisma of a celebrity can influence someone to generate interest in purchasing products (Heruwati, 2000). Celebrity attractiveness is a dimension in celebrity endorsements (Sebayang & Siahaan, 2008).

While the variables included in the celebrity endorsement are credibility and expertise

(Noviandra, 2006). Attractiveness is an element contained in a celebrity which includes several characteristics that can be seen by society in its supporters such as physical attractiveness, intelligence, personality and lifestyle. Meanwhile, what is meant by credibility is a skill, value, trust in convincing other people about the product being promoted and celebrity personality influencing brand characteristics (Sebayang & Siahaan, 2008). The characteristics of celebrities as advertising include expertise that refers to the knowledge, experience, skills possessed by a supporter related to advertising topics that are in accordance with the characteristics of the brand.

Trust refers to the honesty, integrity, and trustworthiness of a source. Attraction, which includes many characteristics that can be seen by the public in supporter such as; intelligence, personality traits, lifestyle, body athleticism, and so on (Shimp, 2003). Empirical facts show that the use of celebrities in advertising is an effective method for persuasive communication (Hsu & McDonald, 2002). Celebrities are preferred over ordinary people in delivering advertising messages (Ishak, 2008). They have a specific image that can distinguish them from ordinary people. This has resulted in many people paying respect, following the appearance and lifestyle of the celebrity he admires.

2.3. Brand Image

Brand image is an extrinsic trait that exists in a product or service, where it is a way for a brand to meet the needs of consumers psychologically or socially to cause certain perceptions to consumers (Kotler & Keller, 2013). Brand image is consumer opinion and consumer confidence in the quality of a product offered. A good image will provide its benefits for a brand that includes a good reputation and can affect consumer behavior towards the product (Fianto, 2014). Brand image can be created through a marketing strategy with the primary goal of influencing consumer perceptions and consumer behavior towards brands or products. Brand image can be created by utilizing intangible aspects such as user profiles, buying and using situations, personality, and also historical values and experience.

Brand image creation can be done through marketing communications through advertising, promotions, customer service, and mouth to mouth (Sulkunen, 2012).

Brand image is a perception or impression about a brand that is reflected by a collection of associations that connects customers with brands in their memories. The factors forming a brand image, among others (Kotler & Keller, 2012):

1) Product excellence is one of the factors forming a brand image, where the product is superior in competition. Because of the superiority of quality (model and comfort) and the characteristics that cause a product to have its appeal for consumers. Favorability of brand association is a brand association where consumers believe that the attributes and benefits provided by the brand will be able to meet or satisfy their needs and desires so that they form a positive attitude towards the brand.
2) Brand strength is a brand association depending on how information enters consumers' memories and how the process survives as part of the brand image. The strength of this brand association is a function of the amount of information processing received in the encoding process. When a consumer actively describes the meaning of information on a product or service, it will create an association that is increasingly strong in consumers' memories. The importance of brand associations in consumers' memories depends on how a brand is considered.
3) The uniqueness of a brand is that an association of a brand must inevitably be shared with other brands. Therefore, a competitive advantage must be created that can be used as an excuse for consumers to choose a particular brand. Positioning the brand leads to more experience or self-profit from the product's image. The differences in products and services can provide differences that can be of benefit to producers and consumers.

Identifying brand values from the analysis of appropriate information is the key. For a brand image to successfully meet consumer needs, three factors are inferred; 1) the excellence of brand association is one of the factors forming the brand image, where the product is superior in competition. 2) the strength of brand associations is how information enters consumers' memories and how the process survives as part of a brand image. 3) the uniqueness of a brand association with a brand must inevitably be shared with other brands. Therefore, a competitive advantage must be created that can be used as an excuse for consumers to choose a particular brand.

2.4. Purchase Intention

Marketers need to know the buying interest of consumers towards a product to predict consumer behavior in the future. Consumer behavior is always influenced by several stimuli originating from the consumer's external environment, which are then processed to adjust to the personal characteristics of consumers as motivation that illustrates consumer interest in the product. Buying interest is the tendency of consumers to buy a brand or take action related to a purchase that is measured by the likelihood of consumers making a purchase (Assael, 2001).

Consumer buying interest indicators use the AIDA concept which includes attention, interest, desire, and action. Buying interest is part of the consumer behavior component in the consuming attitude, the tendency of respondents to act before the buying decision is implemented (Kinnear & Taylor, 1995). Purchase intention is the probability that consumers are interested in buying certain products. Then purchase intention is also a consumer plan to try to buy certain products. Consumers' willingness to buy products tends to be greater.

In determining purchase intention, there should be benefits and values felt by consumers (Wang & Tsai, 2014). In building a brand using marketing communications, the aim is to influence consumer behavior on the brand. Changes in consumer behavior which are the goals of product marketing are supported by consumer buying interest. The emergence of an intention or interest to buy will then affect consumers in addressing a brand or product which will then influence the decision to buy a product (Kotler & Keller, 2013).

Purchase intention is determined also by the attitude of consumers towards the brand of goods to be purchased (attitude towards brands) (Shah, 2012). In choosing a brand, consumers evaluate by comparing several brands that meet the criteria and are considered able to meet the needs and desires of consumers. In analyzing consumer behavior, the purchase intention approach is often used. Consumers tend to gather product information for consideration before deciding to buy (Chiu, 2009).

Indicators of buying interest are identified through (Ferdinand, 2006); (1) Transactional interest, that is a person's tendency to buy products. (2) Referential interest, that is one's tendency to refer products to other people. (3) Explorative interest, this interest illustrates the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product. Purchasing interest is obtained from a learning process and thought process that forms a perception. The buying interest that arises creates a motivation that is constantly recorded in his mind, which in the end when a consumer has to meet his needs will actualize what is in the consumer's mind.

2.5. Conceptual Framework

Several studies have been conducted relating to celebrity endorsement, purchase intention, and brand image. After testing the effect of celebrity endorsement on brands, found positive results that prove that the influence of purchase interest is celebrity endorsement (Amima Shoeb & Anila Khalid, 2014). Examining the factors that influence buying interest in fast food fried chicken with brand image variables, the results show that brand image has a positive effect on buying interest (Randi, 2016). The Brand image had a positive effect on purchase intention and was able to mediate significantly the influence of celebrity endorsement on purchase intention (Sujana & Giantari, 2017). From the results of previous research on the factors that can determine purchase interest, to conduct this study researchers focused on the relationship of celebrity endorsement and brand image that affect purchase interest.

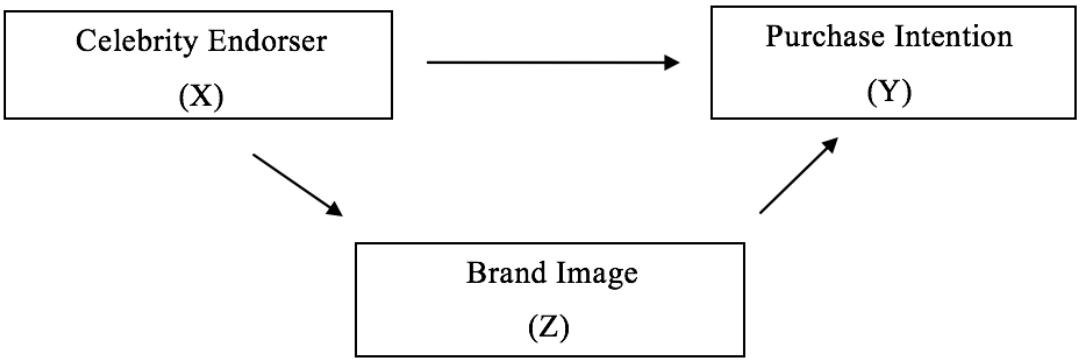

Figure 2.1. Conceptual Framework

2.6. Hypothesis

Several studies have been conducted relating to celebrity endorsement, purchase intention, and the hypothesis put forward by researchers in this study is as follows:

1. Celebrity endorsement has a positive and significant effect on purchase intention.
2. Celebrity endorsement has a positive and significant effect on brand image.
3. Brand image has a positive and significant effect on purchase intention.
4. Celebrity endorsement has a positive and significant influence on product purchase intentions by using the brand image as a mediating variable.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Types of Research

This research is associative research, which aims to determine the relationship between two or more variables. The variables that are linked include celebrity endorsement (independent variable), brand image (intervening variable), and purchase intention (dependent variable).

3.2. Place and Time of Research

This research was conducted in Indonesia and carried out in October 2019 until June 2020.

3.3. Data types and source

The data collection of this research uses two ways, namely by collecting primary data obtained by researchers by giving questionnaires to respondents, and secondary data which is collected by researchers through documentation studies through scientific papers / journals, studying books and the internet which aims to support this research and also form theoretical basis related to this research.

3.4. Method of Collecting Data

3.4.1 Questionnaire

The method of data collection is done by giving questionnaires to respondents regarding the research factors which aim to explain the existing variables. The questionnaire used in this study is closed. Researchers used a questionnaire to obtain research data and a questionnaire in the form of a semantic differential scale

instrument. this scale has a form arranged in a continuum line does not have multiple choices or checklist.

3.4.2 Documentation Study

Researchers collect and study data related to research through books, scientific papers /journals, and information sourced from the internet. This method aims to collect information directly and the data collected is original for use. This method is used to support and obtain research data.

3.5. Population and Sampling

The population of this research is people in Indonesia who have never previously purchased SAFFRONNESIA products and have never bought them. While the research sample was taken through the probability method of 100 respondents using random sampling techniques. This sample size fits within the Structural Equation Model (SEM) analysis tool. The determination of the minimum sample size in SEM is based on the number of endogenous indicators multiplied by 5 to 10.

So, the minimum number of samples obtained in this study is 6 x 10 = 60 samples. When conducting a survey, researcher tried to distribute 100 questionnaires to 100 respondents. Probability sampling with simple random sampling is the sampling technique used by researchers. The reason the writer uses random sampling is provide equal opportunities for each member of the population to be selected as the sample in this study.

3.6. Identification and Operationalization of Variables

The variables that the researcher operates are all variables that are used as hypotheses according to the method and are supported by primary & secondary data that have been done. The following table includes an explanation of the research variables, definitions, indicators and size scales as standards in the identification and operationalization of variables related to this study.

Table 3.1. Operationalization of Variables

Variable	Definition	Indicator	Measure Scale
Celebrity Endorsement (X)	The use of public figures in SAFFRONNESIA advertisements	**Credibility** 1. Artists can convince me of the quality of Shamim Saffron. 2. Artist gives the right information about Shamim Saffron. 3. Artists can create trends in the current herbal market for Shamim Saffron. 4. The artist is a figure that is widely known to the public. 5. The artist promotes Shamim Saffron with confidence. **Attractiveness** 1. The artist has an attractive physical appearance. 2. I like the friendly personality of the artist. 3. The artist is a figure who has charisma.	Semantic Differential
Brand Image (Z)	Opinions and consumer confidence in the quality of SAFFRONNESIA products	**Strength Association** 1.The artist has an attractive physical appearance. 2. Shamim saffron looks good as in the ad. 3. I feel safe with the halal label on Shamim Saffron products. **Favorability Association** 1. I feel the price of Shamim Saffron is affordable. 2. Shamim Saffron became my choice as a health herbal compared to many other health herbs.	Semantic Differential
Purchase Intention (Y)	It is likely that consumers will purchase SAFF-RONNESIA products.	**Explorative Interest** 1. I tend to look for information about Shamim Saffron. 2. I got various information about the advantages of Shamim Saffron, making me interested to buy. 3. I considered buying Shamim Saffron after reading reviews from consumers. **Transactional Association** 1. I am interested in buying Shamim Saffron when I need it. 2. I am interested in buying Shamim Saffron if there are discounts. 3. I am interested in purchasing after seeing Shamim Saffron's ad on social media.	Semantic Differential

3.7. Variable Measurement Scale

All variables were measured using the semantic differential scale. The purpose of this scale is to measure the characteristics or attitudes possessed by respondents, this scale has a form arranged in a continuum line does not have multiple choices or checklist. Respondents can provide answers to statements made on the negative to positive lines.

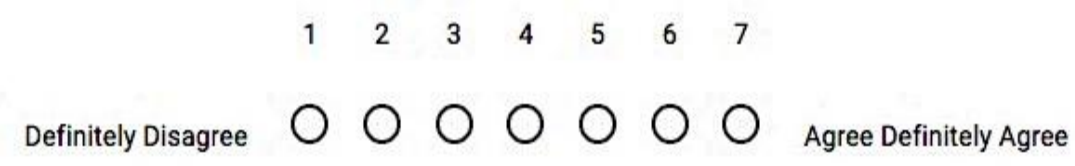

Figure 3.1. Semantic Differential Scale Instrument

3.8. Data Quality Test

3.8.1 Test Validity

Validity is a level of determination in research data which will then be reported. Invalid data is data that has a difference between the data the researcher reports with the real data of the research object. Validity test conducted in the study aims to find out the truth on the measuring instrument used by researchers in the form of a questionnaire in carrying out its functions. The use of a statistical approach that aims to see valid or invalid size tools that are used using the value of the correlation coefficient of the score statement on the questionnaire with the total score of statement items on the questionnaire. The following is the total item correlation formula used to calculate the correlation in the validity test (Rochaety, 2007):

$$r = \frac{n\sum XY - \sum X \sum Y}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$$

Where:

r = correlation

X = score of each item

Y = the total score minus the item

n = sample size

3.8.2 Reliability Test

The reliability test is used in research to find out the extent of the measurement results. Another goal of the reliability test conducted in this research is to find out whether the measuring instrument made in the form of a questionnaire is reliable, it is said that the measuring instrument can be relied upon if the measuring instrument can be used repeatedly and if it turns out the results obtained are relatively the same (not much different).

A statistical approach is needed to see whether or not a reliable measuring tool uses the reliability coefficient. If the value of alpha> 0.7 means that reliability is sufficient while if alpha> 0.80 suggests all items are reliable and all tests are consistent internally because they have strong reliability.

If the value of the reliability coefficient is greater than 0.7 it suggests all items are reliable and all tests are consistent internally because they have strong reliability and it can be concluded that all statements in the questionnaire are declared to be reliable. The reliability test using the Alpha Cronbach (α) method was formulated as follows (Rochaety, 2007):

$$R = \alpha = R = \frac{N}{N-1}\left(\frac{S^2(1-\sum S_i)^2}{S^2}\right)$$

Where:

R = Correlation

α = Cronbach's Alpha Reliability Coefficient.

S^2 = Overall score variance.

S_i^2 = Variance of each item.

N = sample size

3.9. Data Analysis Technique

3.9.1. Descriptive Statistics Analysis

Descriptive statistics are used to present data descriptively that illustrate the characteristics of the respondents as well as the answers of the respondents so that they can be used as conclusions from the results of the questionnaire that has been distributed during this study.

3.9.2. Path Analysis

Hypothesis testing in this study was carried out using path analysis techniques to show a strong relationship with the variables tested. The path analysis technique is used to describe and test the model of relationships between variables in the form of cause and effect (Sugiyono, 2007). Hypothesis testing in this study used the Partial Least Square (PLS) method. PLS is an alternative method of analysis with variance-based Structural Equation Modeling (SEM). The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples. The tool used is the SmartPLS Version 3.2.7 program which is specially designed to estimate structural equations on the basis of variance.

The advantage of PLS-SEM is that this method is able to solve various complicated/complex models with various endogenous variables and exogenous variables with many existing indicators, can be used on samples with small numbers, and with existing distribution data (Abdillah & Hartono, 2015). Partial Least Square (OUTER) according to Wold is a powerful analysis method because it is not based on many assumptions, PLS is a PLS method that can connect a set of independent variables (independent) to many dependent variables (bound).

On the predictor side, PLS can handle many independent variables, even when the predictor displays multicollinearity. PLS is implemented as a regression model, predicting one or more sets of or more independent variables (David Garson, 2016). Partial Least Squares (OUTER) is SEM based on variance. It's just that PLS has a difference with Covariance Based SEM that uses applications such as AMOS (Analysis of Moment Structures) or LSR (Linear Structural Relationship). Partial least square (OUTER) is a more appropriate approach for predictive purposes.

PLS was first developed by Herman Wold, an employee of Karl Joreskog (who developed AMOS). This model was developed as an alternative to situations where the theory is weak or the available indicators do not meet the reflexive measurement model. PLS is a powerful analysis method because it can be applied at all data scales, it does not require a lot of assumptions and the sample size does not have to be large. Besides PLS can be used as a confirmation of theory can also be used to recommend relationships that exist or not and also propose further testing propositions.

The variance-based Structural Equation Modeling (SEM) method is known as the Partial Least Square (OUTER) method. The reasons behind the selection of the PLS analysis model are:

1. PLS is a full power analysis method that is not based on many assumptions and allows analysis of various indicators of latent variables which are reflexive and formative.
2. PLS method is easier to operate, because PLS does not require certain distribution assumptions, does not require any modification of the index, and goodness of fit can be seen in the Predictive Q-Square.

3. PLS-SEM allows users to use measurement scales other than intervals such as nominal, ordinal, and ratio data where this is not permitted in covariance-based SEM as we know it as covariance-based SEM with AMOS and LSR software.

The PLS assumption, in particular, is only related to structural modeling, and is not related to hypothesis testing, namely:

1. The relationship between latent variables in the inner model is linear and additive.
2. The structural model is recursive. Apart from that, it is related to the sample size, so the sample in PLS can be estimated with ten times the number of structural paths in the inner model.
3. Small sample size 30-50 or large sample more than 200.

The goodness of fit for the inner model is evaluated by looking at the percentage of variance explained by looking at R2 (R-square exogenous variables) for latent constructs, measuring how the observational values generated by the model and also the estimated parameters. The Q-square value indicates the model has predictive relevance, conversely if a low Q-square value indicates the model has less predictive relevance. The results of Partial Least Square Analysis can be grouped into two stages, namely the measurement of indicators (outer models) and testing of structural models (inner models).

3.9.3. Indicator Reliability & Internal Consistency Reliability

Reliability and validity measurements are carried out using several measurement techniques. To measure how reliable these indicators are, the measurement of the internal consistency reliability and reliability indicators is used. This reliability evaluation is done to see whether the data used in this study is consistent or not because this can have a major effect on the output data to be tested next. An indicator has good reliability if the reliability indicator value is 0.40 - 0.70 and is said to be good if it is greater than 0.70. Then, the value of internal consistency reliability is obtained from composite reliability (Abdillah, Willy & Hartono, 2015). Latent variables will be declared reliable if the composite reliability value is greater than 0.70.

3.9.4. Convergent Validity & Discriminant Validity

Evaluation of data validity by using convergent validity and discriminant validity, where this evaluation aims to see whether the variables used in this study are accurate in conducting data processing. Convergent validity is related to the principle that the manifest variable of a construct should be highly correlated. The rule of thumb that is usually used to assess convergent validity is the loading factor value which must be more than 0.7 or AVE value which must be more than 0.5 to be said to be valid. The variable will be declared valid if the AVE value that has been at the square root is greater (>) than the correlation of each related latent variable.

Discriminant validity is related to the principle that different constructors' manifests or manifest variables should not be highly correlated. The way to test it is by looking at the value of cross-loading for each variable that must be greater than 0.7 (Abdillah, Willy & Hartono, 2015). Cross-loading is another method to find out discriminant validity, which is by looking at the value of cross-loading. If the loading value of each item for the construct is greater than the cross-loading value. Discriminant validity can also be measured by comparing the square root of the AVE value of each latent variable. This value must be greater than the correlation of other latent variables to be said to have a good discriminant validity value.

3.9.5. Inner Model/Structural Model

The inner model or structural model describes the relationship between latent variables based on substantive theory. The inner model is evaluated using R-square for the dependent construct, Q-Square predictive relevance for the structural model, and the t-test and the significance of the structural path parameter. Look at the R-square for each latent dependent variable (latent endogenous). The interpretation is the same as the interpretation of the regression. Changes in the R-square value can be used to assess the effect of certain independent (exogenous) latent variables on the dependent (latent endogenous) latent variable whether it has a substantive effect.

The PLS model looks at the R-square value by looking at the predictive Q-square relevance for the constructive model. If the value of R^2 is between 0.25 - 0.50, then it

is declared weak, if the value of R^2 is between 0.50 - 0.75, it is said to be moderate, if> 0.75, then it is declared substantial. Q-Square predictive relevance measures how well observational values are generated by the model and also the estimated parameters. The Q-square value> 0 indicates the model has predictive relevance, conversely if the Q-Square value ≤ 0 indicates the model has less predictive relevance. Q-Square calculation is done by the formula:

$Q2 = 1- (1 - R1^2) (1 - R2^2) ... (1- Rp^2)$

where $R1^2$, $R2^2$ ... Rp^2 are R-square endogenous variables in the equation model. The quantity Q^2 has a value in the range $0 < Q^2 < 1$, where the closer to 1 means the better the model. The stability of this estimate can be evaluated through a T-test (Abdillah, Willy & Hartono, 2015).

3.10. Hypothesis Test

3.10.1 T Test

T test has a function to see the extent of the influence of one independent variable individually in explaining the dependent variable. The hypothesis formula is:

H0: Xi = 0, shows that, there is no significant effect of the independent variables on the dependent variable.

Hi: Xi ≠ 0, shows that, there is a significant influence of the independent variables on the dependent variable.

Accepted or rejected a hypothesis can use the following criteria:

1. If the significance value t> 0.05, then H0 is accepted, meaning that there is no significant effect between one independent variable on the dependent variable.
2. If the significance value of t < 0.05, then H0 is rejected, meaning that there is a significant influence between one independent variable on the dependent variable.

CHAPTER IV

DISCUSSION AND CONCLUSION

This chapter presents the discussion on the results obtained through both quantitative and qualitative data analysis and then linking the results of both analyses to conclude.

4.1. Descriptive Analysis

Descriptive analysis explanation in this study is a description of the researcher to find primary data that has been collected. Primary data is a questionnaire that has been distributed and contains answers to research respondents which are answers to the questionnaire. The number of target population selected to be the sample of the researcher is 100 respondents who are willing to be the sample.

Number of samples taken reflects the entire population based on sample calculations based on calculation examples are 10 times that of endogenous indicators that are a minimum of 60 respondents. The characteristic required as a respondent is the identity of the respondent who is willing to be a research sample. The characteristics of the respondents include; gender, age, occupation, and education level. Data that are characteristic of the respondents are then analyzed using descriptive analysis. The use of descriptive analysis in this study has been illustrated through pie charts, the aim is to facilitate researchers in describing the identities and characteristics of the respondents. Characteristics of respondents in this study include:

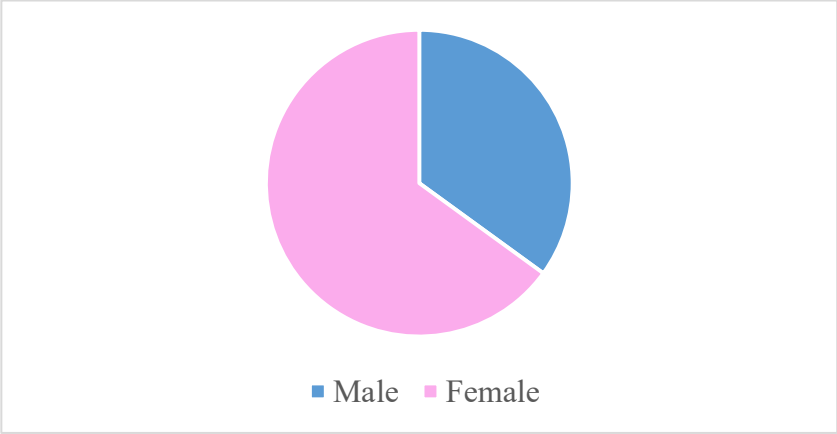

Figure 4.1. Characteristics of Respondents by Gender

Based on the analysis carried out in figure 4.1, the majority of respondents involved in this study, there were 62 (62%) female and 38 (38%) male.

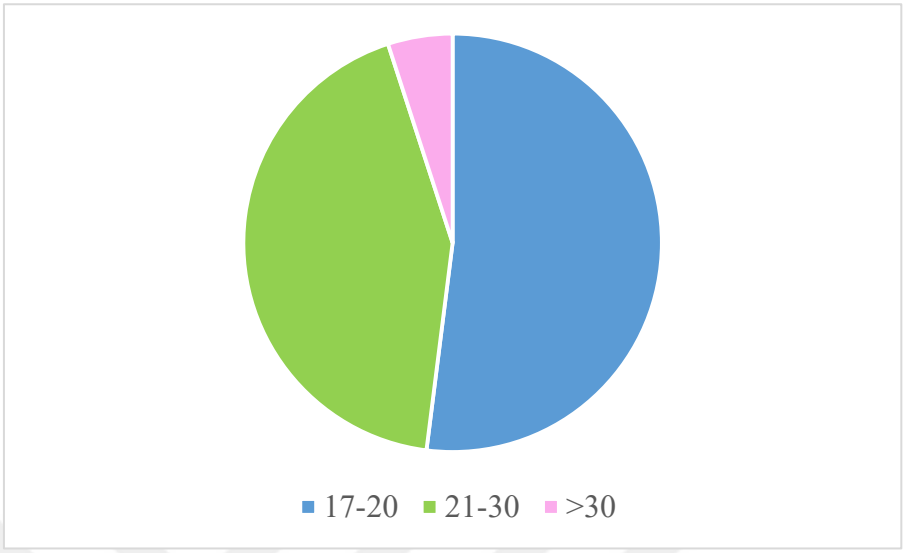

Figure 4.2. Characteristics of Respondents by Age

Based on the analysis conducted in Figure 4.2, the majority of respondents involved in the study were aged 17-20, as many as 53 people (53%), while those aged 21-30 as many as 43 people (43%) and aged> 30 were 4 people (4%).

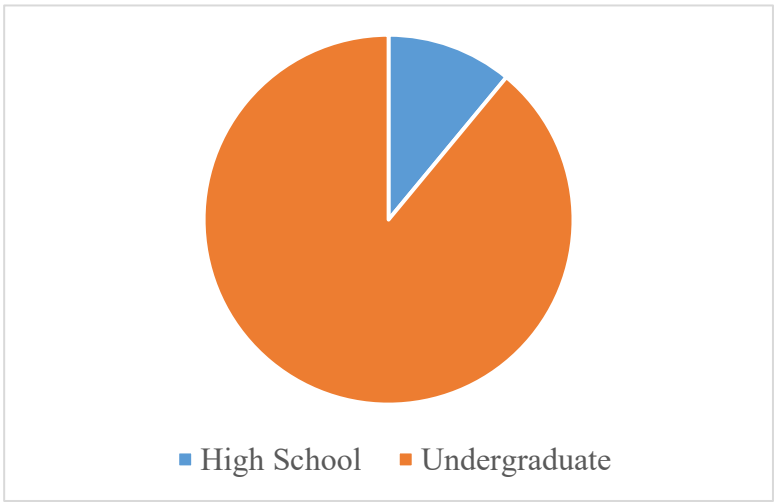

Figure 4.3. Characteristics of Respondents by Education Level

Based on the analysis conducted in Figure 4.3, the majority of respondents involved in the study had an undergraduate education level of 92 people (92%), compared to the high school education level of 8 people (8%). It can be assumed that every response from the statements contained in the questionnaire has been answered.

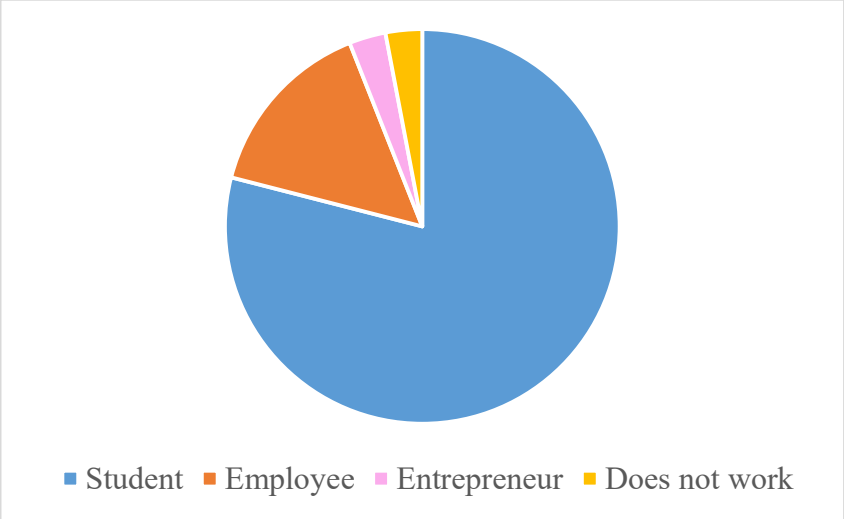

Figure 4.4. Characteristics of Respondents by Profession

Based on the analysis conducted in Figure 4.4, the majority of respondents involved in the study were 79 students (79%), while there are 15 employees (15%), entrepreneur 3 people (3%), and does not work are 3 people (3%).

4.2. Descriptive Research Variable

In this study, there are three variables observed, namely; Celebrity Endorsement (X) as an independent variable, Purchase Intention (Y) as the dependent variable, and Brand Image (Z) as the intervening variable.

4.3. Outer Model

Based on the research objectives and methodology chapter, the initial PLS model, in this case, is as follows:

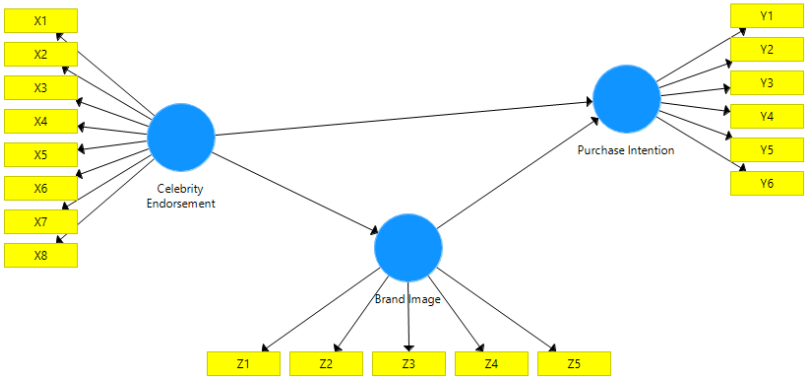

Figure 4.5. Initial PLS Model

Based on the diagram above, there are two structural models in this study, namely:

1. The model of the effect of X on Z. Therefore, Z is the endogenous latent variable, while X is the exogenous latent variable.
2. The model of the influence of X and Z on Y. Therefore, Y is the endogenous latent variable, while X and Z are the exogenous latent variable.

Constructs or latent variables in this structural equation include X, Z, and Y. Each latent variable has an indicator or manifests variable in it, i.e. X consists of indicators X1 to X8, Z consists of Z1 to Z5, and Y consists of Y1 to Y6. Analysis of validity and reliability is carried out at the outer model stage below:

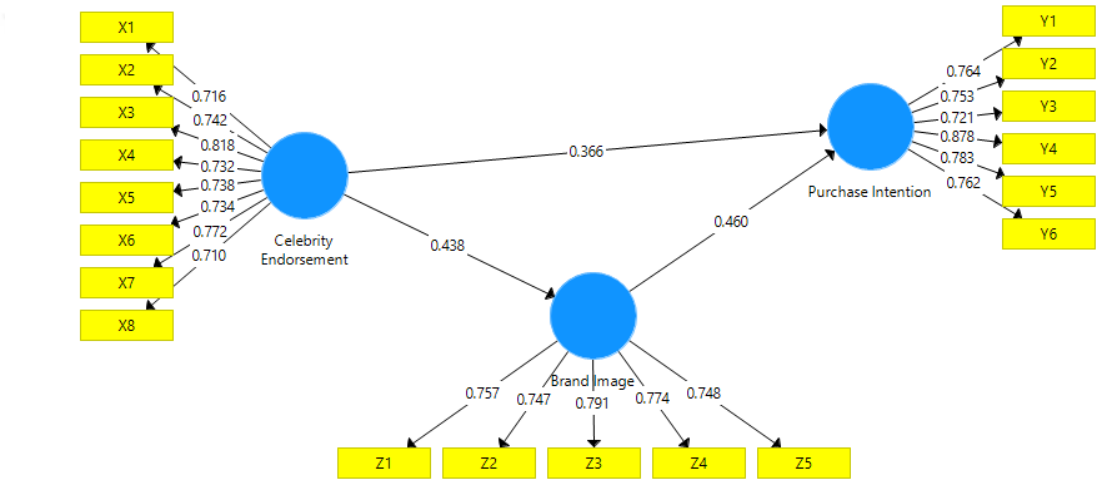

Figure 4.6. Validity and Reliability Test Result Using the Outer Model

Indicator reliability aims to assess whether the measurement indicators of latent variables are reliable or not. You do this by evaluating the results of the outer loading of each indicator. A questionnaire is assumed to be reliable if a person's answer to a statement is consistent or stable from time to time. The reliability of a test refers to the degree of stability, consistency, predictive power, and accuracy. Measurements that have high reliability are measurements that can produce reliable data.

Reliability shows the consistency of a measuring device within the same symptom measure. If alpha> 0.90 then reliability is perfect. If alpha is between 0.70 - 0.90 then reliability is high. If alpha is 0.50 - 0.70, the reliability is moderate. If alpha <0.50 then reliability is low. If alpha is low, chances are one or more items are not reliable.

High and low reliability, empirically indicated by a value called the reliability value. High reliability is indicated by the value of R approaching number 1. The general agreement of reliability is considered to be satisfactory if ≥0.7.

Table 4.1. Validity Test Result Using the Outer Model

No	Statement Items	Indicator		PLS Model Outer Test Results	
				Score	Validity
1	Artists can convince me of the quality of Shamim Saffron.	Credibility	X-1	0.716	Valid
2	Artist gives the right information about Shamim Saffron.		X-2	0.742	Valid
3	Artists can create trends in the current herbal market for Shamim Saffron.		X-3	0.818	Valid
4	The artist is a figure that is widely known to the public.		X-4	0.732	Valid
5	The artist promotes Shamim Saffron with confidence.		X-5	0.738	Valid
6	The artist has an attractive physical appearance.	Attractiveness	X-6	0.734	Valid
7	I like friendly personality of the artist.		X-7	0.772	Valid
8	The artist is a figure who has charisma.		X-8	0.710	Valid
9	I tend to look for information about Shamim Saffron.	Explorative Interest	Y1	0.764	Valid
10	I got various information about the advantages of Shamim Saffron, making me interested to buy.		Y2	0.753	Valid
11	I considered buying Shamim Saffron after reading reviews from consumers.		Y3	0.721	Valid
12	I am interested in buying Shamim Saffron when I need it.	Transactional Interest	Y4	0.878	Valid
13	I am interested in buying Shamim Saffron if there are discounts.		Y5	0.783	Valid
14	I am interested in making a purchase after seeing Shamim Saffron's ad on social media.		Y6	0.762	Valid
15	Shamim Saffron has a variety of sizes.	Strength Association	Z1	0.757	Valid
16	Shamim saffron looks good as in the ad.		Z2	0.747	Valid
17	I feel safe with the halal label on Shamim Saffron products.		Z3	0.791	Valid
18	I feel the price of Shamim Saffron is affordable.	Favorability Association	Z4	0.774	Valid
19	Shamim Saffron became my choice as a health herbal compared to many other health herbs.		Z5	0.748	Valid

From the table 4.1 of outer loading values above, it can be seen that all indicators of the outer loading value are >0.7. For example, Z5 outer loading value is 0.749 where more than 0.7, Z5 is valid. Then based on outer loading validity it is stated that all indicators are valid in convergent validity. The next step is to examine whether there is multicollinearity at the outer level of the model. Assumptions test about multicollinearity is intended to prove or test whether there is a linear relationship between one independent variable with another independent variable. To test it by knowing the value of the Outer Model Variance Inflation factor (VIF). VIF values <10 indicate there is no multicollinearity.

Table 4.2. VIF Outer Model Result

Variable	VIF Score
X1	1.676
X2	1.994
X3	2.461
X4	1.734
X5	1.829
X6	1.923
X7	1.987
X8	1.745
Y1	1.819
Y2	1.693
Y3	1.596
Y4	4.257
Y5	1.855
Y6	2.900
Z1	1.727
Z2	1.534
Z3	1.745
Z4	1.626
Z5	1.557

The table above shows that there is no indicator whose VIF Outer Model value is <10, so that means there is no multicollinearity problem in the outer model level. The next step is to analyze the reliability construct. Construct reliability is measuring the reliability of latent variable constructs. Values that are considered reliable must be above ≥0.7 construct reliability is the same as Cronbach alpha.

Table 4.3. Running PLS Algorithm Result

VARIABLE	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.822	0.824	0.875	0.583
Celebrity Endorsement	0.886	0.887	0.909	0.556
Purchase Intention	0.869	0.872	0.902	0.606

4.4. Internal Consistency Reliability

Internal consistency reliability aims to measure how well the indicator can measure its latent construct. The tools used to assess this are composite reliability and Cronbach's alpha. Composite reliability values of 0.6–0.7 are considered to have good reliability and Cronbach's alpha >0.7. Based on table 4.3, it appears that all constructs have a Cronbach's alpha value >0.7. Then it can be concluded that all these constructs have been reliable. For example, Cronbach's alpha of the latent X variable or celebrity endorsement of 0.822 > 0.7 which means reliable.

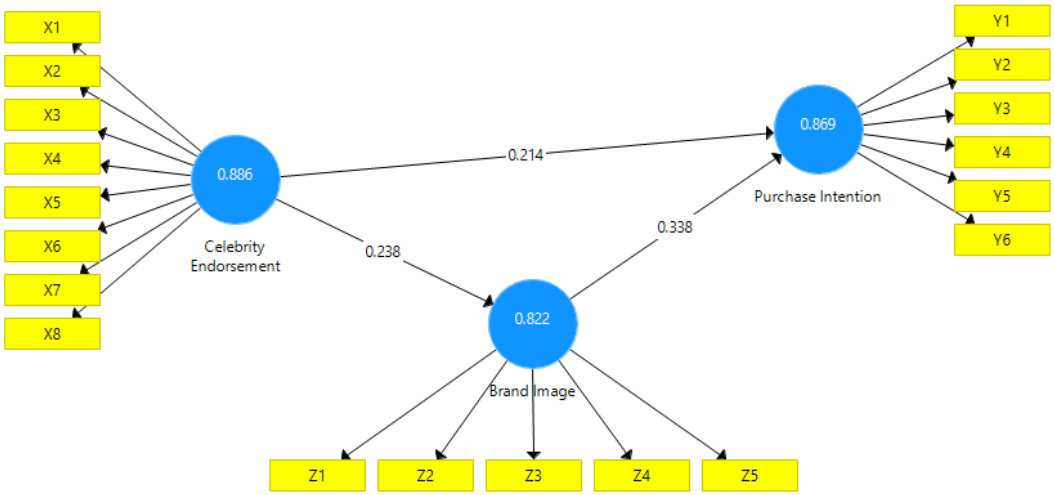

Figure 4.7. Cronbach's Alpha Result

4.5. Analysis of Model Unidimensionality

The unidimensionality test aims to ensure that there are no problems in measurement. The unidimensionality test is done by using composite reliability and Cronbach's alpha indicators. For both of these indicators, the cut-value is >0.7. Then based on table. 4.3. running PLS algorithm result, all constructs have met the requirements of unidimensionality because composite has reliable value >0.7. For example, the composite reliability of the latent brand image or variable Z is 0.875 > 0.7 which means reliable.

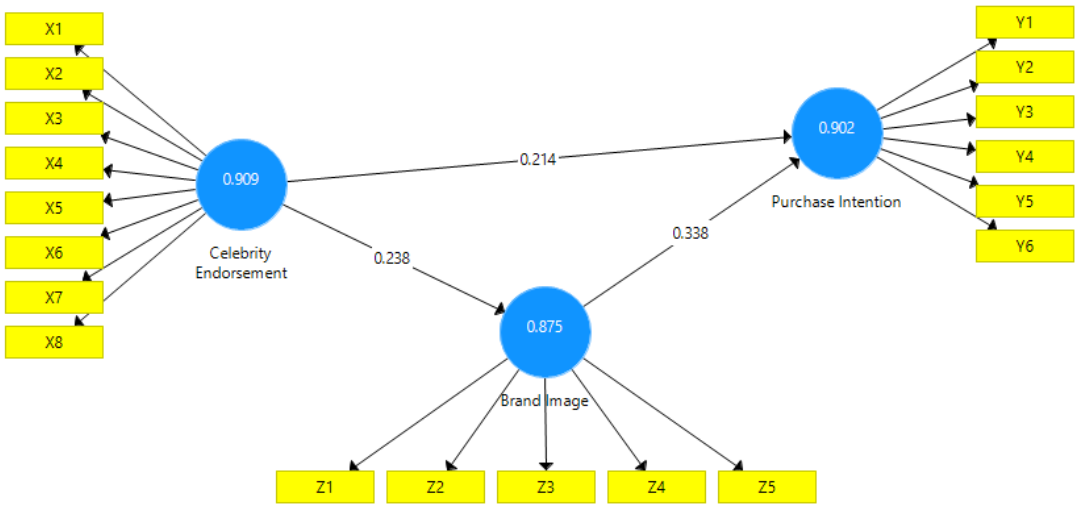

Figure 4.8. Composite Reliability

4.6. Convergent Validity

Convergent validity is determined based on the principle that the gauge of a construct should be highly correlated. Convergent validity means that a set of indicators represents one latent variable and which underlies the latent variable. The representation can be demonstrated through unidimensionality which can be expressed by using the average value of the variance extracted by Average Variance Extracted (AVE). If the AVE value is ≥0.5, then this value illustrates adequate convergent validity which means that a latent variable can explain more than half the variants of the indicators in the average. Based on the AVE value to determine the achievement of the convergent validity requirements, then all constructs have been achieved the convergent validity requirements because the AVE value is all ≥0.50.

For example, AVE of the latent variable Y or purchase intention of 0.606 > 0.5 then variable Y or purchase intention convergent is valid.

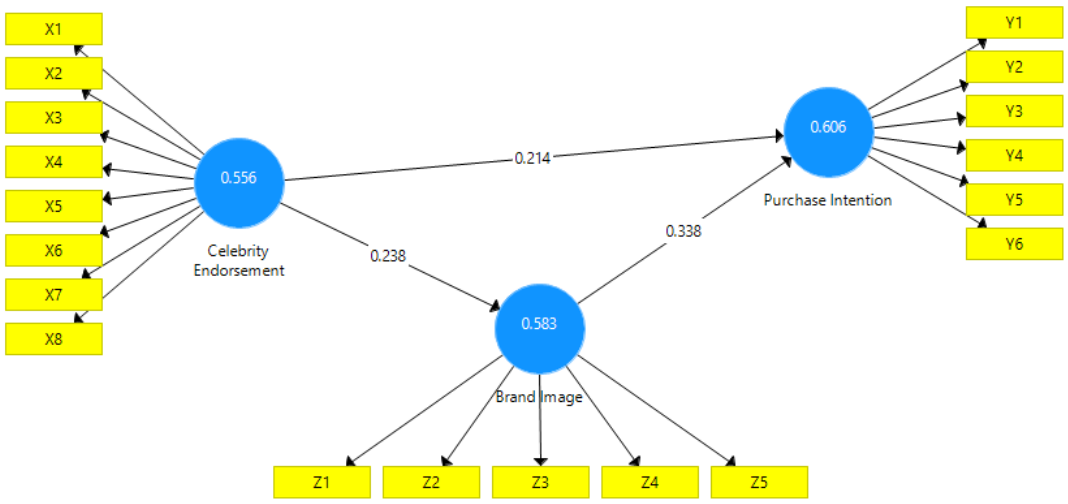

Figure 4.9. Average Variance Extracted (AVE)

4.7. Discriminant Validity

Discriminant validity is an additional concept which means that two conceptually different concepts must show adequate differentiation or the combined set of indicators is not expected to be unidimensional. Discriminant validity aims to determine whether a reflective indicator is a good measure of its construct based on the principle that each indicator is highly correlated to its construct. Different construct gauges are not highly correlated.

In the SmartPLS 3.2.7 discriminant validity test application using cross-loadings and Fornell-larcker criterion values. The purpose of discriminant validity aims to test to what extent latent constructs are really different from other constructs. The high value of discriminant validity indicates that a construct is unique and can explain the phenomenon being measured. A construct is said to be valid by comparing the root value of AVE (Fornell-Larcker Criterion) with the correlation value between latent variables. The root value of AVE must be greater than the correlation between latent variables.

4.7.1. Fornell-Larcker Criterion

To assess discriminant validity is the Fornell-larcker criterion which shows that a latent variable shares more variants with the underlying indicator than with other latent variables. This is interpreted statistically, the AVE value of each latent variable is greater than the highest r2 value with the value of the other latent variables, then the model is said to have a good discriminant validity value.

Table 4.4. Fornell-Larcker Criterion Correlation Calculation Results

Variable	Brand Image	Celebrity Endorsement	Purchase Intention
Brand Image	0.764		
Celebrity Endorsement	0.438	0.746	
Purchase Intention	0.621	0.568	0.778

Based on table 4.4, then all the roots of AVE (Fornell-Larcker Criterion) of each construct are greater than the correlation with other variables. For example, variable X or celebrity endorsement AVE value is 0.556 then the root of the AVE is 0.746. The value of 0.746 is greater than the correlation with other constructs, namely the brand image of 0.438 and the purchase intention of 0.621. Then this result has a good discriminant validity value. Furthermore, with other latent variables, where the root value of AVE > correlation with other constructs. Because all latent variables of root value AVE> correlate with other constructs, the discriminant validity requirements in this model have been fulfilled, as listed in the table above.

4.7.2. Cross-loading

Cross-loading is another method to determine the validity of discriminant, namely by looking at the value of cross-loading. If each item for construction is greater than the cross-loading value. If an indicator has a higher correlation with other latent variables then the model should be reconsidered. The cross-loading value of each construct is evaluated to ensure that the correlation of constructs with measurement items is greater than other constructs. A good cross-loading value has a value >0.7.

Table 4.5. Cross-loading Correlation Calculation Result

Indicator	Variable		
	Brand Image	**Celebrity Endorsement**	**Purchase Intention**
X1	0.328	0.716	0.429
X2	0.266	0.742	0.445
X3	0.315	0.818	0.495
X4	0.306	0.732	0.409
X5	0.323	0.738	0.329
X6	0.302	0.734	0.456
X7	0.314	0.772	0.443
X8	0.453	0.710	0.365
Y1	0.519	0.442	0.764
Y2	0.522	0.380	0.753
Y3	0.443	0.436	0.721
Y4	0.454	0.445	0.878
Y5	0.529	0.537	0.783
Y6	0.406	0.385	0.762
Z1	0.757	0.242	0.399
Z2	0.747	0.372	0.480
Z3	0.791	0.358	0.502
Z4	0.774	0.335	0.505
Z5	0.748	0.346	0.467

From table 4.5. it can be seen that all loading indicators are constructing > cross-loading. For example, in construct X or celebrity endorsement, where all the loading values of all indicators are greater than all of the cross-loading of them to other constructs.

An example is the indicator X1 where the loading value is 0.716 greater than the cross-loading to other constructs, i.e. 0.328 to variable Z or brand image and 0.429 to variable Y or purchase intention. Furthermore, with all other items where the value of loading to the construct > cross loading to the other construct. Because all the loading value indicators are constructs > cross-loading, this model meets the discriminant validity requirements. All items or indicators meet the validity and reliability requirements and there is no multicollinearity between indicators. Then the next step is an analysis of the inner model.

4.8. Inner Model

The results of the analysis at the inner level are the measurement of path coefficients between constructs to see the significance and strength of these relationships and also to test hypotheses. Path coefficients range from <1 to >1. The closer to the value> 1, the relationship between the two constructs gets stronger. Relationships that are closer to <1 indicate that the relationship is negative.

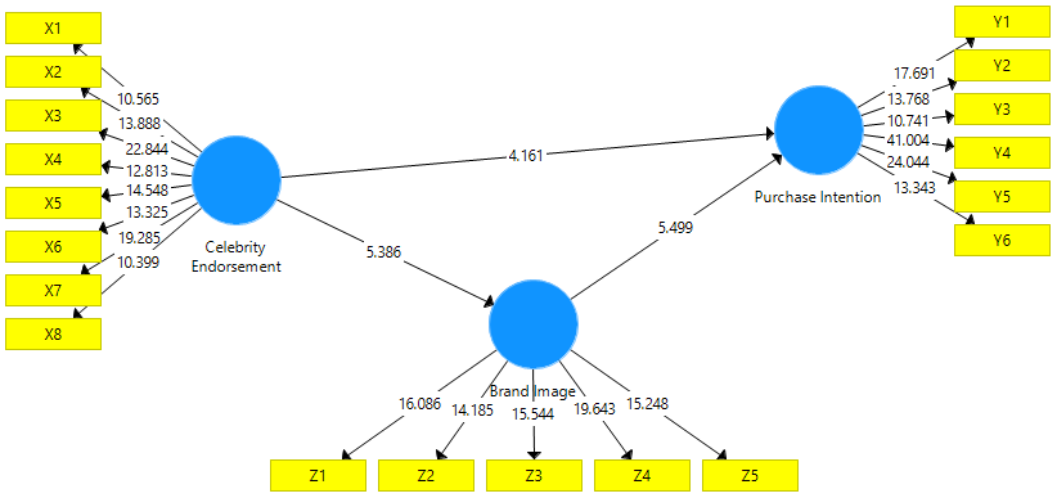

Figure 4.10. Bootstrapping T value

And if what is displayed is the p-value of the loading factor and path coefficient, it is as follows:

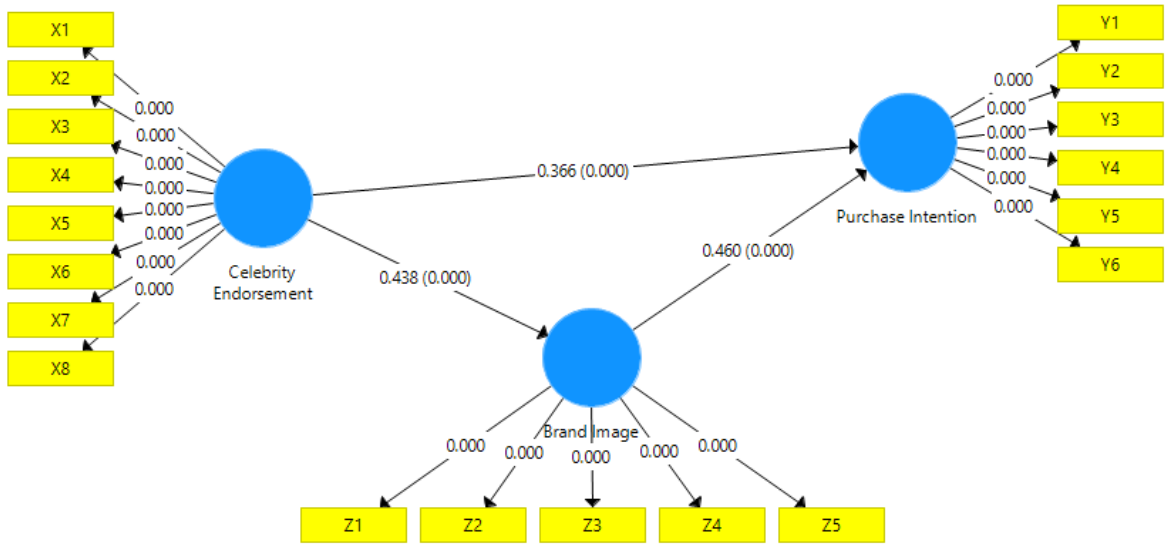

Figure 4.11. Bootstrapping P Value

From figure 4.11, it can be described in detail as a path coefficient that has a direct effect and an indirect effect.

4.8.1. Direct Effects

Below shows the direct effect or the direct effect of each exogenous variable construction endogenous variables.

Table 4.6. Direct Causal Relationship Between Latent Variables (Direct Effect)

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Brand Image -> Purchase Intention	0.460	0.461	0.084	5.499	0.000
Celebrity Endorsement -> Brand Image	0.438	0.444	0.081	5.386	0.000
Celebrity Endorsement -> Purchase Intention	0.366	0.369	0.088	4.161	0.000

The output path coefficient as shown in table 4.6 is to see the magnitude of the direct influence of each independent variable (exogenous) on the dependent variable (endogenous). The magnitude of the parameter coefficient for the celebrity endorsement variable on brand image is 0.438 which means there is a positive influence of celebrity endorsement on brand image. Or it can be interpreted that the better the value of celebrity endorsement, the brand image will increase. An increase in one celebrity endorsement unit will increase brand image by 43.8%. Based on calculations using bootstrap or resampling, where the results of the estimated coefficient of celebrity endorsement on the brand image of the bootstrap result are 0.444 with a t value of 5.386 then the p-value is 0.000 <0.05 which means the direct influence of celebrity which means that the direct effect of celebrity endorsement on brand image is significant.

The magnitude of the parameter coefficient for the celebrity endorsement variable on purchase intention is 0.366 which means there is a positive influence of celebrity endorsement on purchase intention. Or it can be interpreted that the better the value of celebrity endorsement, the purchase intention will increase. An increase in one celebrity endorsement unit will increase purchase intention by 36.6%. Based on calculations using bootstrap or resampling, where the results of the estimated coefficient of celebrity endorsement on the purchase intention of the bootstrap result are 0.369 with a t value of 4.161 then the p-value is 0.000 < 0.05 so accept H1 or which means the direct influence of celebrity endorsement on the purchase intention is meaningful or statistically significant.

The magnitude of the parameter coefficient for brand image variables on purchase intention is 0.460 which means that there is a positive influence of brand image on purchase intention. or it can be interpreted that the better the value of the brand image, the purchase intention will increase. an increase in the brand image will increase purchase intention by 46.0%. Based on calculations using bootstrap or resampling, where the results of the estimated brand image coefficient test on the purchase intention of the bootstrap result are 0.461 with a t value of 5,499 then the p-value is 0,000 <0.05 so accept h1 or which means the direct effect of the brand image on the meaningful purchase intention or statistically significant.

4.8.2. Indirect Effects

The indirect effect is the effect of the independent variable on the dependent variable through an intermediate or intervening variable. In this model, the intermediate variable is the brand image or the Z variable. Then the indirect effects in this model are the indirect effect of celebrity endorsement on purchase intention through brand image. Table 4.7 indirect effect or the direct effect of each exogenous variable construct on endogenous variables.

Table 4.7. Indirect Causal Relationship Between Latent Variables (Indirect Effect)

Path Coefficients	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P-Values
Celebrity Endorsement -> Brand Image -> Purchase Intention	0.202	0.204	0.053	3.816	0.000

The output path coefficient as shown in the table above is to see the magnitude of the indirect effect of the independent variable (exogenous) on the dependent variable (endogenous). The magnitude of the indirect effects coefficient of the celebrity endorsement variable on purchase intention through brand image is 0.202 which means there is an indirect positive effect on celebrity endorsement on purchase intention through brand image. Or it can be interpreted that the better the value of celebrity endorsement, the purchase intention will increase through brand image.

An increase in celebrity endorsement units will increase purchase intention through brand image by 20.2%. Based on calculations using bootstrapping or resampling, where the estimated coefficient of bootstrap results is 0.204 with a t value of 3.816 then the p-value is 0.000 <0.05 so accept H1 or which means the indirect effect of celebrity endorsement on purchase intention through meaningful brand image or statistically significant.

4.9. Coefficient of Determination

The coefficient of determination (R2) is a way to assess how much an endogenous construct can be explained by an exogenous construct.

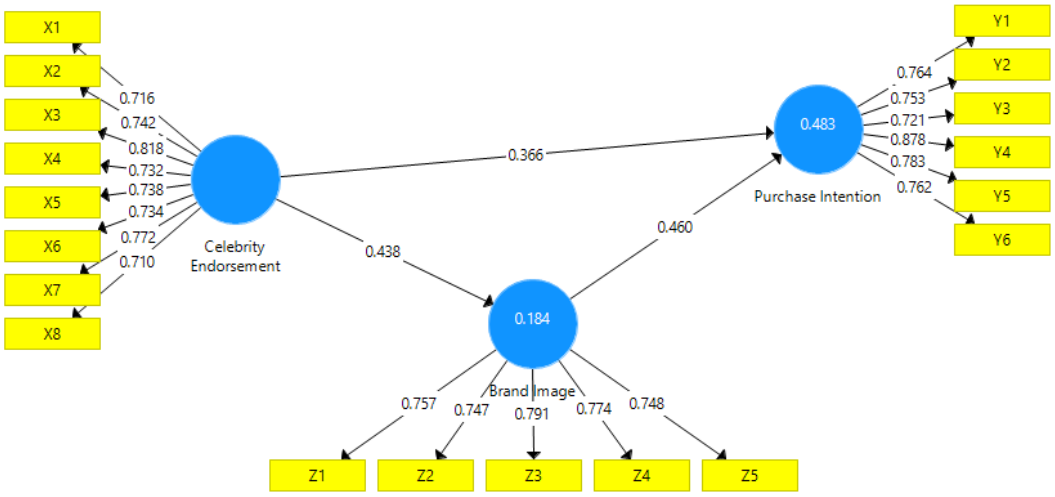

Figure 4.12. Adjusted R Square

The coefficient of determination (R2) is expected to be between 0 and 1. R2 values 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak. Output Other testing of the model is done by looking at the value of R-Square which is a goodness-fit-model test.

Table 4.8. Model Evaluation Results

Endogenous Latent Variables	R Square	R Square Adjusted
Brand Image	0.192	0.184
Purchase Intention	0.494	0.483

R square value of the influence of celebrity endorsement on brand image is 0.192 with an adjusted r square value of 0.184. Then it can be explained that the independent variable celebrity endorsement affects the brand image of 0.184 or 18.4%. Because adjusted R square 18.4% <33%, the effect of celebrity endorsement on brand image is weak. The value of the influence of R Square together with celebrity support and brand image on purchase intention is 0.494 with an adjusted r square value of 0.483.

Then it can be explained that all independent variables (celebrity support and brand image) simultaneously affect purchase intention by 0.483 or 48.3%. Because adjusted R square 48.3% <67% but> 33%, the influence of celebrity endorsement and brand image on purchase intention is moderate.

4.10. F Square

In addition to assessing whether or not there is a significant relationship between variables, this study also assessed the magnitude of influence between variables with effect size or f-square which aims to determine the goodness of the model.

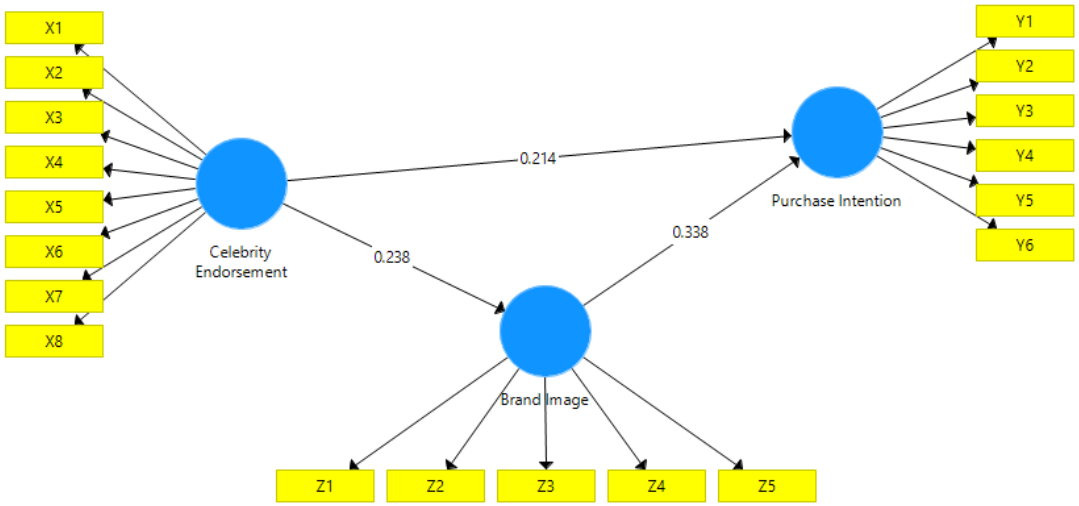

Figure 4.13. F Square

If the F2 value of 0.02 is categorized as a weak influence on the predictor latent variable (exogenous latent variable) at the structural level. If the F2 value of 0.15 is categorized as a sufficient influence of the predictor latent variable (exogenous latent variable) at the structural level. However, if the F2 value of 0.35 is categorized as a strong influence of the predictor latent variable (exogenous latent variable) at the structural level.

Table 4.9. F Square Calculation Results

	Brand Image	Celebrity Endorsement	Purchase Intention
Brand Image			0.338
Celebrity Endorsement	0.238		0.214
Purchase Intention			

Then based on the F Square value table above, the effect size of celebrity endorsement on brand image and purchase intention and effect of brand image size on purchase intention is large because the value > 0.15.

4.11. Relevance of Prediction or Q Square

The relevance of predictions is to assess whether the predictions obtained are relevant or irrelevant. The calculation in PLS-SEM uses Q Square. Prediction relevance (Q square) testing is performed to determine the capability of predictions with blindfolding procedures. If the values obtained are 0.02 (small), 0.15 (moderate) and 0.35 (large) then it can only be done for endogenous constructions with reflective indicators.

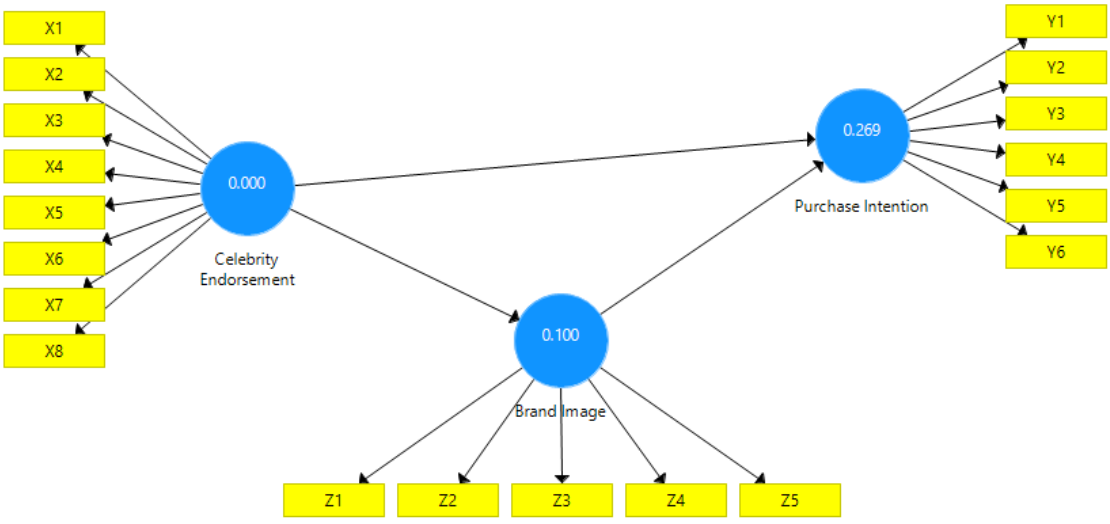

Figure 4.14. Blindfolding

Q2 value > 0 shows evidence that the observed values have been reconstructed properly so that the model has predictive relevance. While the value of Q2 <0 indicates the absence of predictive relevance. The Q2 value is used to see the relative influence of structural models on observational measurements for latent dependent variables (endogenous latent variables).

Table 4.10. Q Square Calculation Results

	SSO	SSE	Q² (=1-SSE/SSO)
Brand Image	500.000	450.078	0.100
Celebrity Endorsement	800.000	800.000	
Purchase Intention	600.000	438.460	0.269

Hence based on the value of Q Square above, the prediction of the brand image is relevant or accurate because the value of q square is 0.100 > 0.05. Furthermore, the prediction of purchase intention is also relevant because the value of Q Square is 0.269 > 0.05.

4.12. Multicollinearity of Inner Model

Multicollinearity is a phenomenon in which two or more independent variables or exogenous constructs are highly correlated so that the predictive ability of the model is poor. A multicollinearity test is performed to determine the relationship between indicators. To find out whether formative indicators experience multicollinearity by knowing the value of VIF. VIF value must be less than < 5, because if more than > 5 shows the correlation between constructs. Multicollinearity or the presence of strong intercorrelations between independent variables is shown in the VIF Inner model values below.

Table 4.11. Multicollinearity Results between Independent Variables

	Brand Image	Celebrity Endorsement	Purchase Intention
Brand Image			1.238
Celebrity Endorsement	1.000		1.238
Purchase Intention			

Based on the VIF value in table 4.11 there is no VIF value > 5, it can be concluded that there is no multicollinearity problem. This fact is supported by the absence of strong correlations between independent variables as in table 4.12:

Table 4.12. Correlation between Latent Variables

	Brand Image	**Celebrity Endorsement**	**Purchase Intention**
Brand Image		0.438	0.621
Celebrity Endorsement	0.438		0.568
Purchase Intention	0.621	0.568	

Table 4.12 shows that there is no strong correlation between exogenous latent variables (>0.9 or <-0.9) between latent variables, so there is no multicollinearity problem. Namely the correlation between celebrity endorsement and brand image in model 2 of 0.438 < 0.9 then the correlation between the two is not strong. So, it can be concluded that there are no multicollinearity problems in this model.

4.13. Discussion

4.13.1. Direct Effect of Celebrity Endorsement (X) on Purchase Intention (Y)

Based on the results of testing the t value model in Table 4.7, there is a significant positive relationship which is shown by the direct influence of the celebrity endorsement variable (X) on the purchase intention variable (Y). This shows that celebrity endorsement has a positive and significant influence on purchase intention. The better the ability of celebrity endorsement in promoting product excellence, the higher the level of purchase intention for consumers.

Based on celebrity endorsement indicators used by researchers, namely credibility and attractiveness with the most dominant answer 0.818 for credibility indicators with respondent's statements X-2 (artist gives the right information about Shamim Saffron). This shows that respondents believe the information conveyed by the artist about the product is objective and honest information. Furthermore 0.772 for attractiveness indicators with respondent's statements X-7 (I like friendly personality of the artist). Attractive celebrity endorsements are targeted to increase the attention of target consumers and increase purchase intention.

The use of celebrity endorsement as an advertisement star becomes an attraction for use as a persuasion tool and influences target consumers by using its popularity. The friendly personality of the artist has managed to be an attraction for the target consumer, which in turn can increase product purchase intention. Celebrities who have an attractive physical appearance and character can encourage advertisements and trigger interest in the purchase of products by prospective customers when watching advertisements displayed by the celebrity.

4.13.2. Direct Effect of Celebrity Endorsement (X) on Brand Image (Z)

Based on the results of the t value model test in Table 4.7, it is explained that there is a significant positive relationship shown in the direct influence of the celebrity endorsement variable (X) on the brand image variable (Z). This shows that the higher the level of contribution of intimacy, trust, and compatibility of a celebrity in the celebrity endorsement variable, it will increase the brand image. Utilization of the popularity of a celebrity endorsement is targeted to form a good and positive brand image of the product.

Based on celebrity endorsement indicators used by researchers, namely credibility and attractiveness with the most dominant answer 0.724 for credibility indicators with respondents' statements X-2 (artist gives the right information about Shamim Saffron). Furthermore 0.734 for attractiveness indicators with respondents' statements X-6 (the artist has an attractive physical appearance). This shows that Celebrity endorsement that is precisely targeted can invite the attention of target consumers and can create a good and positive brand image on target consumers.

4.13.3. Direct Effect of Brand Image (Z) on Purchase Intention (Y)

Based on the results of the t value model test in Table 4.7, it is explained that there is a significant positive relationship shown in the direct influence of the brand image variable (Z) on the purchase intention variable (Y). It shows that the brand image has a positive influence on buying interest. Therefore, an increase in the brand image will increase purchase intention.

4.13.4. Indirect Effect of Celebrity Endorsement (X) on Purchase Intention (Y) Through Brand Image (Z)

Based on the test results of the t value model in Table 4.8, it is explained that there is a positive and significant influence of celebrity endorsement on product purchase intention through brand image. This shows that the better the promotion of products carried out by celebrity will be able to increase the brand image of the product, then the level of brand image on the product is higher, then it will increase the level of product purchase intention to consumers. The better the contribution of the level of trust and attractiveness of celebrities as celebrity endorsements in promoting products, the better the brand image of the product.

The formation of a brand image obtained from the use of celebrities as celebrity endorsements can create a superior brand image from competitors and then can increase the impetus on product purchase intentions for target consumers.

4.14. Managerial Implication

4.14.1. Managerial Implications Based on Analysis of Celebrity Endorsement

Increased credibility can increase the target consumer's confidence in celebrities about the product being promoted through advertising so that it will bring attraction to the product. With the popularity of celebrities, it easily makes fans interested in buying the products they promote. Attractiveness or the attractiveness of celebrity endorsement can enhance a company's image as long as the product's characteristics are following the celebrity's image.

The appeal of a friendly celebrity has successfully influenced people's judgment on a product. The strategy of using celebrity endorsement carried out by SAFFRONNESIA with promotions using online media such as Facebook, Twitter, Instagram, and YouTube. This can encourage the spread of information covering a world without borders with an internet connection. It can enable anyone to see information about quality, price, and product excellence. So that the formation of brand image can be more effective and efficient.

4.14.2. Managerial Implications Based on Analysis of Brand Image

To attract consumers through strength association on brand image, companies can communicate brand image in a way that is fresher and not monotonous, for example through designs/layouts that attract attention to target consumers. For implications on the indicators of favorability association, SAFFRONNESIA must ensure that it always improves product quality, provides the latest promos by following trends that are popular among the community, so that people will make SAFFRONNESIA products a guide in meeting their needs in terms of health supplements. By way of SAFFRONNESIA spreading the brand image to expand products that are distributed to the wider community, the target consumers will feel SAFFRONNESIA products are the best herbal supplement for all people.

4.14.3. Managerial Implications Based on Analysis of Purchase Intention

Purchase intention on the indicator of exploratory interest, this research can help companies in creating strategies to increase purchase intentions for SAFFRONNESIA products. Companies can increase the target customer's purchase intention through the dissemination of information with appropriate and attractive advertising techniques through the internet and social media to increase product purchase intention. As in today's modern era, many social media users make it an opportunity to advertise products more broadly.

For the implication of the purchase intention variable on indicators of transactional interest, it is hoped that this research can help strengthen the strategy for forming herbal supplements for health supplements by regularly updating through social media with attractive visual displays and selection of appropriate content, to attract the attention of target consumers and make SAFFRONNESIA be the first choice when choosing a health supplement.

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APPENDIXES

APPENDIX A.1. RESEARCH QUESTIONNAIRE

MEASURING THE EFFECT OF CELEBRITY ENDORSEMENT ON PURCHASE INTENTION: THE ROLE OF BRAND IMAGE AS A MEDIATOR

We are writing to invite you to participate in a confidential survey jointly undertaken by the Ibn Haldun University, Turkey. The purpose of the survey is to gain a deeper understanding of the factors that relate to the present state of celebrity endorsement, purchase intention, and brand image in SAFFRONNESIA (Shamim Saffron Indonesia) company. The results of our study will help company executives assess the condition of the role of brand image mediating the relationship of celebrity endorsement on purchase intention and help SAFFRONNESIA company to further improve and apply the results of this study in fulfilling sales targets.

Your cooperation will greatly assist this project. Please find enclosed the questionnaire awaiting your completion. If you are personally unable to respond, please pass the questionnaire to a colleague with the relevant knowledge and return it in the envelope provided. In appreciation of your participation, we will send you a summary of the research findings when the study is completed. Completing the questionnaire will only take a short time and you will make a valuable contribution to our research study. We assure you that your responses will be analyzed anonymously and they will be held in strict confidentiality. Neither you nor your organization will be identified during the analysis and report stages of the project. We look forward to receiving your completed questionnaire.

Thank you very much for your participation and cooperation!

Yours sincerely,

Prof. Dr. Ekrem Tatoglu (Supervisor) Ramdani Murdiana (Researcher)

NOTE:

- Please indicate your level of agreement with the following statements by circling your answer. Please note that there are no correct or incorrect answers.
- Please determine the extent to which you are satisfied with the different dimensions of the statement prepared for you by circling your answer.
- For each question, we ask has a description:

  1=Definitely Disagree

  2=Strongly Disagree

  3=Disagree

  4=Neutral

  5=Agree

  6= Strongly Agree

  7=Agree Definitely Agree

Identity of Respondents

Name :

Gender : Male/Female

Age : • 17-20 • 21-30 • 30>

Profession : • Student • Employee • Entrepreneur • Does Not Work

Education : • High School • Undergraduate

SECTION A: CELEBRITY ENDORSEMENT

1) Credibility

Artists can convince me of the quality of Shamim Saffron	1	2	3	4	5	6	7
Artist gives the right information about Shamim Saffron	1	2	3	4	5	6	7
Artists are able to create trends in the current herbal market for Shamim Saffron	1	2	3	4	5	6	7
The artist is a figure that is widely known to the public	1	2	3	4	5	6	7

The artist promotes Shamim Saffron with confidence	1	2	3	4	5	6	7

2) Attractiveness

The artist has an attractive physical appearance	1	2	3	4	5	6	7
I like friendly personality of the artist	1	2	3	4	5	6	7
The artist is a figure who has charisma	1	2	3	4	5	6	7

SECTION B: BRAND IMAGE

1) Strength Association

Shamim Saffron has a variety of sizes	1	2	3	4	5	6	7
Shamim Saffron looks good as in the ad	1	2	3	4	5	6	7
I feel safe with the halal label on Shamim Saffron products	1	2	3	4	5	6	7

2) Favorability Association

I feel the price of Shamim Saffron is affordable	1	2	3	4	5	6	7
Shamim Saffron became my choice as a health herbal compared to many other health herbs	1	2	3	4	5	6	7

SECTION C: Purchase Intention

1) Explorative Interest

I tend to look for information about Shamim Saffron	1	2	3	4	5	6	7
I got various information about the advantages of Shamim Saffron, making me interested to buy	1	2	3	4	5	6	7
I considered buying Shamim Saffron after reading reviews from consumers	1	2	3	4	5	6	7

2) Transactional Association

I am interested in buying Shamim Saffron when I need it	1	2	3	4	5	6	7
I am interested in buying Shamim Saffron if there are discounts	1	2	3	4	5	6	7
I am interested in making a purchase after seeing Shamim Saffron's ad on social media	1	2	3	4	5	6	7

APPENDIX B.1. DATA RESPONDENTS

No	Name	Gender	Age	Profession	Level of Education
1	Nia Fira	Female	17-20	Student	Undergraduate
2	Hafsah Mutmainah	Female	21-30	Employee	Undergraduate
3	Ufairanisa Islamatasya	Female	21-30	Employee	High School
4	Meli Firdausi Nazila	Female	21-30	Student	High School
5	Rubens Phenola Setiawan	Male	21-30	Employee	High School
6	Bryan Gervais de Liyis	Female	17-20	Student	High School
7	Aghits Naturrohmah	Female	21-30	Student	Undergraduate
12	Nova Jumiatul Miradiah	Female	17-20	Entrepreneur	High School
13	Fajri Zulia Ramdhani	Male	21-30	Student	High School
14	Alfi Fadhila Sukmawati	Female	21-30	Student	High School
15	Arief Rochman Hakim	Male	17-20	Employee	High School
16	Reswara Trista A. C.	Female	21-30	Employee	High School
17	Ulvina Mu'minah	Female	21-30	Student	High School
18	Muhammad Faisal Prakasa	Male	30>	Entrepreneur	Undergraduate
19	Syafa Hanifa	Female	17-20	Student	High School
20	Lia Nur Khoiriyah	Female	17-20	Employee	High School
21	Muh. Rama Saputra	Male	17-20	Student	High School
22	Fadilla Nurul Izza	Female	21-30	Student	High School

23	Guntur Chandra	Male	21-30	Student	High School
24	Mahani Dewita Rahmadanie	Female	17-20	Student	High School
25	Alya Hafidzah	Female	21-30	Student	High School
26	Felly Moelyadi	Male	30>	Employee	High School
27	Shina Samanda Alam	Female	30>	Employee	High School
28	Ida Ayu Ngurah Intan Marlina	Female	21-30	Student	High School
29	Demas Dharmawan	Male	17-20	Student	High School
30	Nuha Falihah Salsabila	Female	21-30	Student	High School
31	Noor Assyifa Zulhijayanti	Female	21-30	Employee	High School
32	Ahmad Husnul Huluq	Male	21-30	Student	High School
33	Harry Gunawan	Male	21-30	Employee	High School
34	Ulfa Saniyyah	Female	17-20	Student	High School
35	Jalu Bias Firdausi	Male	17-20	Student	High School
36	M. Fadli Rahmat	Male	21-30	Employee	High School
37	Silvana	Female	21-30	Student	High School
38	Amira Amalia	Female	17-20	Employee	High School
39	Ahmad Taufik Fadillah Zainal	Male	17-20	Student	High School
40	Luqman Irbadi	Male	21-30	Student	High School
41	Nadya Salsabillah	Female	17-20	Student	High School
42	Windia Urfa Hani	Female	17-20	Student	High School
43	Shafira Nur Aditya	Male	30>	Student	Undergraduate
44	Dian Aruni	Female	17-20	Student	High School
45	Muhamad Arya Krisna Adhi	Male	21-30	Student	High School
46	Pradevi Milafitri Farista Ananto	Male	17-20	Does Not Work	High School

47	Wafi Febriansyah	Male	21-30	Student	High School
48	Fitri Noviyanti	Female	17-20	Student	High School
49	Mince Melinda Atmanegara	Female	17-20	Student	High School
50	Fatmasari	Female	21-30	Student	High School
51	Muh Zaky Haidar Basrinuddin	Male	17-20	Student	High School
52	Roisaten Nuril	Female	17-20	Student	High School
53	Catalina Dara Ayu Az-Zahra	Female	17-20	Employee	High School
54	Yuliana Fitri Rabbani	Female	21-30	Student	High School
55	Yulis Vidya Dwentari	Female	17-20	Student	High School
56	Dewa Ayu Trisna Damayanti	Male	21-30	Student	High School
57	Yovereld Alexetty Artyo	Male	17-20	Student	High School
58	Lenny Eka N	Female	17-20	Student	High School
59	raihanah nur syarifah	Female	21-30	Student	High School
60	Rahmadiana Andini	Female	17-20	Student	High School
61	Yuniar Putri Wardani	Female	17-20	Student	High School
62	Kharisma Adhiguna	Male	21-30	Student	High School
63	Difa Ananda Putri	Female	21-30	Entrepreneur	High School
64	Johanes Marcelino Matmey	Male	17-20	Student	High School
65	Novita Nur Anggraeni	Female	21-30	Student	High School

66	Elisabet Ayunika Permata Sari	Female	17-20	Student	High School
67	Tegar Surya Perkasa	Male	21-30	Student	High School
68	Puput Sri Utami	Female	17-20	Student	High School
69	Sopi Yatun Hasanah	Female	17-20	Student	High School
70	Andini Waltrini	Female	21-30	Student	High School
71	Faradina Amelia	Female	17-20	Student	High School
72	Amaliya Nur Mahmudah	Female	17-20	Student	High School
73	Ranny Rufaidah	Female	17-20	Student	High School
74	Firdianty Fu'adah	Female	17-20	Student	High School
75	Anastasya Hutasoit	Male	17-20	Does Not Work	High School
76	Yulistria Anggraini	Female	17-20	Student	High School
77	Risma Elsa nandini	Female	21-30	Student	High School
78	Maria Hermina	Female	21-30	Student	High School
79	Harso Adjie Brotosukmono	Male	17-20	Student	High School
80	Zidni Rizqan	Male	17-20	Student	High School
81	Deby Nur Hikmah	Female	21-30	Student	High School
82	Syifa Hanan Qanita	Female	17-20	Student	High School
83	Raihan Perdana Setyawan	Male	21-30	Student	High School
84	Siti Nurul Atika Sari	Female	17-20	Student	High School
85	William Elian Gandana	Male	17-20	Student	High School
86	Nurul Habaib Al Mukarramah	Female	21-30	Student	High School
87	Marcellino Lorenzo	Male	17-20	Student	High School

88	Sheila Megumi	Female	21-30	Student	High School
89	Rizki Arid	Female	21-30	Student	High School
90	Tio Adi Kusumo	Male	17-20	Student	High School
91	Dian Chuwel	Female	17-20	Student	High School
92	Muhammad Ridwan	Male	17-20	Student	High School
93	Al-Faruq Setiawan	Male	17-20	Student	High School
94	Fitri Purnamasari	Female	21-30	Student	High School
95	Citra Desak	Female	17-20	Student	High School
96	Nia Wardani	Female	17-20	Student	High School
97	Komang Wina Purmaningrum	Female	21-30	Employee	High School
98	Aji Suhendi	Male	17-20	Does Not Work	High School
99	Ikhsan Fadilah	Male	21-30	Student	High School
100	Dadang Suherman	Male	17-20	Student	Undergraduate

NO	X1	X2	X3	X4	X5	X6	X7	X8	Z1	Z2
1	5	5	5	5	5	3	5	5	4	3
2	5	5	5	4	4	4	6	4	7	4
3	7	5	7	5	5	4	5	4	4	3
4	5	5	4	5	5	4	5	4	4	4
5	5	4	5	5	6	4	5	3	4	4
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99	6	6	5	4	3	4	6	3	5	6
100	6	4	5	4	3	5	4	5	3	4

NO	**Z3**	**Z4**	**Z5**	**Y1**	**Y2**	**Y3**	**Y4**	**Y5**	**Y6**
1	6	5	4	5	7	1	4	6	5
2	7	4	5	5	5	5	4	7	3
3	5	6	4	7	5	5	5	3	4
4	4	2	4	4	4	2	3	3	3
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100	3	4	4	4	4	4	4	4	4

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2015 – 2016 Ambassador of Education State University Jakarta

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2017 – 2018 Founder Young Diaspora West Java (Education and Travelling)

2019 – 2020 Founder and CEO SAFFRONNESIA (Business)

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