A Celebrity Endorsement Effect On Purchase Intention With Brand Image Mediation And Moderation Negative Publicity

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Abstract

The purpose of this study is to determine the description and influence of Celebrity Endorsement, Purchase Intention, variables mediated by Brand Image and moderated by Negative Publicity. The research method uses a quantitative method with descriptive analysis. The research sample was 100 respondents with a purposive sampling technique. The results showed that Brand Image had a positive and significant influence on Purchase Intention, Celebrity Endorsment had a positive and significant influence on Negative Publicity, Celebrity Endorsment had a positive and significant influence on Purchase Intention, and Negative Publicity had a positive and significant influence on Purchase Intention, but the Celebrity Endorsment variable moderated by Brand Image on Purchase Intention was not have no and insignificant effect on Purchase Intention and Celebrity Endorsment moderated by Negative Publicity on Purchase Intention has no effect and is not significant on Purchase Intention. The role of brand image as a mediator of the influence of celebrity endorsement on buying interest shows that local cosmetics entrepreneurs must be able to manage and provide strategies to ensure the sustainability of local cosmetic products. The goal is to attract attention or attraction to increase consumer buying interest.

Keywords: Brand Image, Celebrity Endorsement, Purchase Intention, Negative Publicity

Introduction

The use of information technology, including the internet, in marketing is considered to be a trend today and can even affect the world of marketing. Internet marketing is said to have become popular with the increasing popularity of internet users due to the increasing number of internet users which is directly proportional to its use in the world of marketing. Social media makes it easier for users to find information, the most important step in online shopping. Strategies and communication tools with consumers are currently undergoing very significant changes due to the existence of social media.
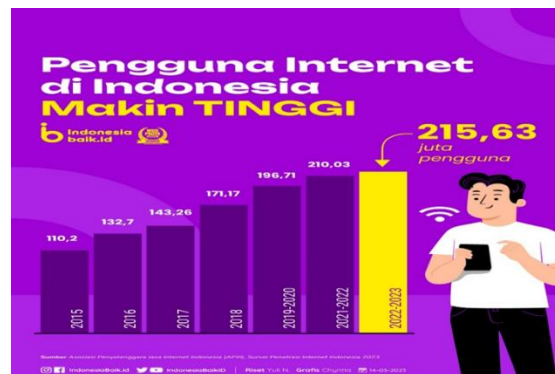
Figure 1. Usage Data in Indonesia
Source: (Nurhanisah, 2023)

Based on the results of a survey by the Indonesian Internet Organizers, Services, and Internet Association (APJII), internet users in Indonesia are 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period, which was 210.03 million, users. The number of internet users is equivalent to 78.19% of the total population of Indonesia which is 275.77 million, people, When compared to the previous period survey, Indonesia's internet penetration rate this year has increased by 1.17 percent, compared to, in 2021-2022 which was 77.02%. For information, the trend of internet penetration in Indonesia is increasing from year to year. In 2018, internet penetration in the country reached 64.8% and the level rose to 73.7% in 2019-2020 (Andrean, Yuli, 2023).

The presence of Industry 4.0 technology plays an important role in many aspects of human life (Sasono et al., 2021). One of the results of Industry 4.0 technology is the increasing role of the Internet in daily activities to find information related to products/services and on social networks to promote it (Apiraksattayakul, Papagiannidis, & Alamanos, 2017). The results of the survey cause companies to be able to market products/services freely on the internet and social media. In 2024, there will be 139 million social media users in Indonesia. Its average usage time per day is 3 hours and 11 minutes, which covers almost half of the time spent on the Internet (Mulyana et al., 2022).

Figure 2. Data on time per month spent by Indonesian people

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This fact is an opportunity for marketers to promote by using celebrity endorsements on Instagram social media called celebgrams where more than 60% of Indonesian users report that they see celebrity endorsement posts on their timelines. Celebrity endorsement is the use of celebrities (actors or actresses) who are known and have received recognition from the public who promote a brand or item in an advertisement (Zhu et al., 2020) in (Mulyana et al., 2022). One of the industries that is greatly influenced by the presence of celebrity endorsements is the cosmetics industry, because the influence of physical attractiveness and lifestyle endorsers positively affects the effectiveness of promotions.

Progress in the field of the national beauty industry has increased this year based on data from the Ministry of Industry (2018) stating that the increase in growth has reached more than 20 percent, local cosmetic companies have increased by 153 companies in 2017, until now there are 760 companies of which 95 percent include small, medium, and large-scale industrial sectors (Ningsih, 2019). Therefore, the competition in the cosmetics industry will be increasingly fierce, every company continues to develop and innovate the products and/or services it produces. Marketing strategies, especially advertising strategies, are increasingly in various forms with their own uniqueness, advertising with easy-to-remember messages, advertising strategies that use celebrity endorsement instruments, namely using a celebrity and their recognition in the community. And can advertise the company's products to potential consumers. Companies must determine the right marketing strategy in order to win in marketing. In addition, the rapid development of information technology makes it easier for consumers to know the availability of a product.

This condition requires companies to respond to consumer desires and provide clear information about their products in order to get a positive response from consumers. One of the marketing strategies that companies implement so that their products can win the market and attract the attention of consumers is the advertising strategy. The use of advertising media in the form of celebrity endorsements that make celebrities as product icons is used to increase consumer buying intentions. The chosen celebrity must be able to represent the essence of the advertised product (Alatas, 2018:92) in (Megayani & Marlina, 2019).

In advertising, celebrity endorsers are considered effective if they have credibility, where there is a credibility factor, namely expertise, trust and people's liking for celebrities (Kotler Keller, 2009:182). Celebrity endorsers can be used to support the advertised product so that it is able to attract consumer attitudes and behaviors towards the advertised product and intend to buy it (Shimp, 2003). There are two types of endorsers, namely Typical-Person Endorsers or ordinary people/non-famous artists who are chosen to advertise a product to be marketed, and Celebrity Endorsers or famous artists to advertise a product (Shimp, 2003:464) in (Ningsih, 2019). Such as wardah cosmetic products. Wardah is one of the local cosmetic brands produced by PT. Paragon Technology and Innovation, was created for the first time in 1995 with safe, halal and practical cosmetic products to meet the needs and tastes of consumers, especially Indonesian women. Wardah always maintains product quality, based on strong manufacturing. Wardah has always been a mainstay in cosmetics and skincare products that are created completely and safely (Wardahbeauty.com, 2017).

Wardah held a media gathering to introduce the latest collection from Wardah called Wardah Instaperfect. Wardah launched its first series of premium products with 40 bloggers, where the launch of Instaperfect also carried Raline Shah as a celebrity endorser. The strategy carried out by Wardah is to expand the line by launching Wardah Instaperfect in order to compete with premium cosmetic products that are currently appearing in large numbers, which according to Kotler Keller (2009:280) line expansion is if the company adds a brand name to a variety of products, ingredients, sizes, and new flavors in the current product category (Ningsih, 2019).

Celebrity Endorsements

Endorsement is a form of promotional strategy used by companies to increase sales of their products (Hardilawati et al., 2019). Companies usually use the services of celebrities or people with a high level of popularity to advertise their products so that consumers are interested in using them so that they make purchases of the product (Natalia, 2016). Then, Shimp (2014) defines celebrity endorsement as a form of utilizing individuals or groups known by many people to advertise a certain product (Anam Miftahul, 2022).

Repurchase Intention

According to Hellier, et al. (2003) in (Rohani Siti, Hufron M, 2020) Intention or interest in repurchasing is a decision that consumers plan to repurchase a certain product or service, taking into account the empirical that occurs after purchasing goods through a positive or negative response. From the above understanding, it can be concluded that repurchase interest is the interest in purchasing a product or service that shows where consumers make a repurchase in the future, so that it shows satisfaction with the product or service.

Brand Image

According to Bastian (2014) in (Anam Miftahul, 2022) Brand image is a description of consumer trust in a product. Brand image as a form of consumer impressions, ideas, and beliefs in a product. Based on the definition above, it can be concluded that a brand image is an identity, perception, or impression made by consumers towards a product through the process of collecting information and experience in using the product.

Negative Publicity

Negative publicity associated with celebrity endorsements is an element that marketing managers generally take very seriously, and it is consistent with research that reports the adverse consequences that negative publicity may have around celebrity endorsements (Carrilat et al., 2019). Negative publicity can attack a company at any time and elicit a strong negative reaction from consumers, but not all consumers are affected by negative publicity (Shimp & Andrews, 2018). Frimpong et al., (2019) define negative publicity as the controversy that arises around celebrity endorsers and questions their credibility and trustworthiness (Anam Miftahul, 2022).

Method
Types and sources of data
The data sources in this study consist of pimer and secondary data sources. Primary data was obtained from questionnaires distributed to local cosmetics users The results of the questionnaire answers were expressed on a likert scale which contained the opinions of respondents regarding statements that had been based on experience. Respondents are directed to fill out the statement by selecting:

1) SS: Strongly Agree (5)
2) S: Agree (4)
3) N: Neutral (3)
4) TS: Disagree (2)
5) STS: strongly disagree (1)

The data was analyzed using the Smart PLS 3 application. Meanwhile, secondary data in this study was obtained from various articles, websites, and books.

Population and sample
The population in this study is women who use local brand cosmetic products in Bekasi City who have never made a purchase on social media. In this study, the number of the population is not known for sure, so to determine the minimum number of samples using the Lemeshow formula as follows:

$$n = Z^2_{1-\alpha/2} (1-P) / d^2$$

Information:
n = Number of samples
$Z^2_{1-\alpha/2}$: Degree of Confidence (95%, Z= 1.96)
P = Maximum Estimate (0.5)
d = Error Tolerance (0.1) So, the number of samples to be taken in this study is as follows:
$n = 1.96^2 \times 0.5 (1 - 0.5) / 0.1^2$
$n = 3.8416 \times 0.25 / 0.01$
$n = 96.04$

The number of samples based on the results of the Lemeshow formula above was 96.04 respondents and rounded to 97 respondents. However, the author rounded up to 100 respondents, because it was to reduce errors in filling in and incomplete data.

Sampling Techniques
The sampling technique is a sampling technique to determine the sample to be used in the research, so that the estimated characteristic values can be obtained (Maholtra, 2020) in (Mulyana et al., 2022). In this study, the sampling technique used is purposive sampling. The

purposive sampling criteria in this study are women who have never purchased local cosmetic products on Instagram who are 20 years old to > 35 years old.

Data Analysis Techniques

The data analysis technique used in this study uses *Structural Equation Model-Partial Least Square* (SEM-PLS) with the help of SmartPls 3 software. The research hypothesis is as follows:

1) H1 : Brand Image affects Purchase Intention.
2) H2: Celebrity Endorsement has an effect on Negative publicity.
3) H3 : Celebrity Endorsement affects purchase intention.
4) H4 : Negative publicity affects purchase intention.
5) H5 : Celebrity Endorsement moderates Brand Image to purchase intention.
6) H6 : Celebrity Endorsement mediated by Negative publicity on purchase intention.

Results and Discussion

Validity and Reliability Test

This study uses a data analysis method, namely using mediation regression analysis. By using SEM (Structural Equation Marketing) and using the PLS (Partial Least Square) approach. This SEM-PLS analysis method is used to find out and get an overview of the influence of Celebrity Endorsement on Purchase Intention with the mediation of Brand Image as a mediation variable and Negative Publicity as a moderation. The convergence validity test is related to the principle that if two different instruments measure the same construct, the two instruments should have a high level of correlation (Abdillah, 2015) in (Sijoatmodjo, 2021).

With the results of the outer loading value, all Celebrity Endorsement (X) variables met the criteria, namely >0.7. Three of the six variable indicators of Brand Image (M) meet the criteria. Meanwhile, the Negativity Publicity (Z) variable has one variable indicator that meets the criteria. And four of the six indicators of the Purchase Intention (Y) variable met the criteria. Therefore, Indicators that do not meet the criteria >0.7 will not be used.

Table 1. Validity and Reliability Test Results

Variable	Items	Outer Loadings	Information
Celebrity Endorsement (X)	X1	0.759	Valid
	X2	0.799	Valid
	X3	0.760	Valid
	X4	0.748	Valid
	X5	0.781	Valid
	X6	0.750	Valid

Purchase Intention (Y)	Y1	0.790	Valid
	Y3	0.808	Valid
	Y4	0.763	Valid
	Y5	0.769	Valid
Brand Image (M)	M3	0.836	Valid
	M4	0.823	Valid
	M5	0.850	Valid
Negative Publicity (Z)	Z1	1.000	Valid
CE(X)>BI(M)>PI(Y)	X*M	3.340	Valid
CE(X)>NP(Z)>PI(Y)	X*Z	0.820	Valid

Source: Smart PLS 3 Output (2024)

The validity test that needs to be considered from the outer model is Discriminant Validity which can be seen from the value of the cross loading factor which aims to find out that the construct has adequate discrimination, by way the loading value on the intended construct must be greater than the loading value with other constructs. The value set for each variable must be above >0.7.

According to Sugiyono (2018), the reliability test is the extent to which the measurement results using the same object or question item will produce the same data results. Where consistent testing will be carried out using PLS (Partial Least Square) software by checking the value of Cronbach's Alpha, where the value of Cronbach's Alpha must be above 0.60. Hair et al (1998) in (Sijoatmodjo, 2021).

Validity and Reliability Test

Table 2. Validity and Reliability Test Results

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BI (M)	0.785	0.785	0.875	0.699
CE (X)	0.860	0.865	0.895	0.587
NP (Z)	1.000	1.000	1.000	1.000
PI (Y)	0.789	0.789	0.863	0.613
X*M	1.000	1.000	1.000	1.000
X*Z	1.000	1.000	1.000	1.000

Source: Smart PLS 3 Output (2024)

The reliability test gave the result that the 3 variables used had been tested to be declared reliable and consistent because Cronbach's alpha was above > 0.7.

Respondent Profile

Table 3. Individual Characteristics of Respondents

Characteristics of Respondents	Person	Proportion
Man	30	30%
Woman	70	70%
Sum	**100**	**100%**
Age 20-25 years	58	58%
26-30 Years	26	26%
31-35 Years	7	7%
>35 Years	9	9%
Sum	**100**	**100%**

Source: Google Form Questionnaire (2024)

Inner Model Analysis

The R Square value of the Negative Publicity (Z) variable is 0.065 and the Purchase Intention (Y) variable is 0.718.

Table 4. *R Square Test Results*

Variable	R Square	R Square Adjusted
NP (Z)	0.065	0.055
PI (Y)	0.718	0.703

Source: Smart PLS 3 Output (2024)

Test t (Hypothesis)

The significance of the relationship can be obtained by performing a Bootstrap test. The value generated from the Bootstraping test is in the form of a t-count value which will then be compared with the t-table value. If the t-count is greater than the t-table (1.96) at the alpha value level of 5%, then the estimated value of the path can be said to be significant.

In this study, the hypothesis will be tested at a significant level of 0.05 (95% confidence level). The significance of the relationship can be obtained by performing a Bootstrap test. By looking at the t-statistics value set >1.96, and if the t-statistics value of each relationship between the variables is >1.96 then it can be stated that the hypothesis is acceptable. The following are the results of the Hypothesis Test from this study.

Table 5. Path *Coefficients Test Results*

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BI (M) -> PI (Y)	0.415	0.361	0.124	3.338	0.001
CE(X)->NP(Z)	-0.254	-0.266	0.057	4.428	0.000
CE(X)-> PI(Y)	0.299	0.338	0.095	3.146	0.002
NP (Z) -> PI (Y)	-0.185	-0.180	0.068	2.701	0.007
X*M -> PI (Y)	-0.044	-0.107	0.099	0.450	0.653
X*Z -> PI (Y)	0.094	0.083	0.088	1.059	0.290

Source: Smart PLS 3 Output (2024)

Based on table 4, it can be seen that the hypothesis testing for each variable is as follows:

Hypothesis 1

Based on table 4, it can be seen that the result of path coefficient through the original sample column (O) in the test results of the Brand Image variable on Purchase Intention obtained a value of 0.415 and a t-statistic result of 3.338 > t-table (1.96) which means that the hypothesis is acceptable and has a positive influence on the relationship between the Brand Image variable and Purchase Intention. The level of significance of the relationship between the Brand Image variable and Purchase Intention is seen from the P-value in table 4. With a P-value of 0.001 < 0.05, the Brand Image variable has a significant effect on Purchase Intention. Thus, hypothesis 1 is acceptable so that the Brand Image variable has a positive and significant influence on Purchase Intention because the t-statistic is greater than the t-table (1.96) and the P-value < 0.05. Hypothesis 1 is proven.

Hypothesis 2

Based on table 4, it can be seen that the result of the path coefficient through the original sample column (O) on the test results of the Celebrity Endorsement variable against Negative Publicity obtained a value of -0.254 and a t-statistic result of 4.428 > t-table (1.96) which means that the hypothesis is acceptable and has a positive influence on the relationship between the Celebrity Endorsement variable and Negative Publicity. The level of significance of the relationship between the Celebrity Endorsement variable and Negative Publicity is seen from the P-value value in table 4. With a P-value of 0.000 < 0.05, the Celebrity Endorsement variable has a significant effect on Negative Publicity. Thus, hypothesis 2 is acceptable so that the Celebrity Endorsment variable has a positive and significant influence on Negative Publicity because the t-statistic is greater than the t-table (1.96) and the P-value < 0.05. Hypothesis 2 is proven.

Hypothesis 3

Based on table 4, it can be seen that the result of path coefficient through the original sample column (O) in the test results of the Celebrity Endorsement variable on Purchase Intention obtained a value of 0.299 and a t-statistical result of 3.146 > t-table (1.96) which means that the hypothesis is acceptable and has a positive influence on the relationship between the Celebrity Endorsement variable and Purchase Intention. The level of significance of the relationship between the Celebrity Endorsement variable and Purchase Intention is seen from the P-value in table 4. With a P-value of 0.002 < 0.05, the Celebrity Endorsement variable has a significant effect on Purchase Intention. Thus, hypothesis 3 is acceptable so that the Celebrity Endorsement variable has a positive and significant influence on Purchase Intention because the t-statistic is greater than the t-table (1.96) and the P-value < 0.05. Hypothesis 3 is proven.

Hypothesis 4

Based on table 4, it can be seen that the result of path coefficient through the original sample column (O) in the test results of the Negative Publicity variable on Purchase Intention obtained a value of -0.185 and a t-statistic result of 2.701> t-table (1.96) which means that the hypothesis is acceptable and has a positive influence on the relationship between the Negative Publicity variable and Purchase Intention. The significance level of the relationship between the Negative Publicity variable and Purchase Intention is seen from the P-value in table 4. With a P-value of 0.007 < 0.05, the Negative Publicity variable has a significant effect on Purchase Intention. Thus, hypothesis 3 is acceptable so that the variable Negative Publicity has a positive and significant influence on Purchase Intention because the t-statistic is greater than the t-table (1.96) and the P-value < 0.05. Hypothesis 3 is proven.

Hypothesis 5

Based on table 4, it can be seen that the result of path coefficient through the original sample column (O) in the test results of the Celebrity Endorsement variable moderated by Brand Image on Purchase Intention obtained a value of -0.044 and a t-statistic result of 0.450 < t-table (1.96) which means that the hypothesis is unacceptable and has no effect on the relationship between the Celebrity Endorsement variable moderated by Brand Image and Purchase Intention. The level of significance of the relationship between the Celebrity Endorsement variable moderated by Brand Image and Purchase Intention is seen from the P-value in table 4. With a P-value of 0.653 > 0.05, the Celebrity Endorsement variable moderated by Brand Image does not have a significant effect on Purchase Intention. Thus, hypothesis 5 is unacceptable so that the Celebrity Endorsement variable moderated by Brand Image on Purchase Intention has no effect and is not significant on Purchase Intention because the t-statistic is smaller than the t-table (1.96) and the P-valu e> 0.05. Hypothesis 5 is not proven.

Hypothesis 6

Based on table 4, it can be seen that the result of path coefficient through the original sample column (o) on the test results of the celebrity endorsement variable moderated by negative publicity on purchase intention obtained a value of 0.083 and a t-statistic result of

1.088 < t-table (1.96) which means that the hypothesis is unacceptable and has no effect on the relationship between celebrity endorsement variables moderated by negative publicity on purchase intention. The level of significance of the relationship between variable celebrity endorsements moderated by negative publicity and purchase intention is seen from the p-value in Table 4. With a p-value of 0.290 > 0.05, the variable celebrity endorsement moderated by negative publicity has no significant effect on purchase intention. Thus, hypothesis 5 is unacceptable so that the variable celebrity endorsement moderated by negative publicity on purchase intention has no effect and is not significant on purchase intention because the t-statistic is smaller than the t-table (1.96) and the p-valu e> 0.05. Hypothesis 5 is not proven.

Table 6. Results of the Specific Indirect Effect Test

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CE(X)->NP(Z)-> PI(Y)	0.047	0.048	0.021	2.209	0.028

Source: Smart PLS 3 Output (2024)

Based on the table above, it can be seen that the path coefficient results through the original sample column (O) on the results of testing the Celebrity Endorsment variable moderated by Negative Publicity on Purchase Intention obtained a value of 0.047 and a t-statistical result of 2.209> t-table (1.96) which means that the hypothesis is acceptable and has a positive influence on the relationship between the Celebrity Endorsment variable moderated by Negative Publicity on Purchase Intention. The significance level of the relationship between the Negative Publicity variable and Purchase Intention is seen from the P-value in the table above. With a P-value of 0.028 < 0.05, the Celebrity Endorsement variable moderated by Negative Publicity has a significant effect on Purchase Intention. Thus, it is acceptable that the Celebrity Endorsment variable moderated by Negative Publicity has a positive and significant influence on Purchase Intention because the t-statistic is greater than the t-table (1.96) and the P-value < 0.05.

Discussion

In this study, there are four variables that are the object of research, namely the Celebrity Endorsement variable as an independent variable, the Repurchase Intention variable as a dependent variable, the Brand Image variable as a mediation variable, and Negative Publicity as a moderation variable. This study used a total of 100 respondents. The results in this study show that Celebrity Endorsement has a positive effect on respurchase intention. The results of this study are in line with previous research by (Alessandro et al., 2023) in a study titled "The Role Of Brand Image Mediation In The Influence Of Celebrity Endorsement On The Purchase Intention Of Nature Republic Skin Care Products" The results of this study show

that the variables in this study show a positive influence. This shows that celebrity endorsement by involving brand image can directly influence purchase intention. In addition, brand image can be used as an intervening variable to form the influence of celebrity endorsement on the purchase intention of Nature Republic skin care products.

The results in this study show that Celebrity Endorsement has no effect on repurchase intention. The results of this study are in line with previous research by (Megayani & Marlina, 2019) in a study titled "The Effect Of Celebrity Endorsement On Purchase Intention Through Brand Image As An Intervening Variable (Case Study On Geprek Ayam Bensu In Rawamangun Period 2018)"As revealed from this study, it shows that celebrity support can indirectly affect purchase intention through strengthening brand image, rather than providing a direct effect. The recommendations include focusing on building a unique and memorable brand image to increase customer purchase intentions.

Conclusion

Based on the research "The Influence of Celebrity Endorsement on Purchase Intention with Brand Ambassador Mediation and Negative Publicity Moderation", it can be concluded based on the results of the hypothesis test analysis that celebrity endorsement has a positive and significant effect on repurchase intention mediated by brand ambassadors and moderated by negative publicity. In analyzing the influence between variables, this study uses the data analysis technique of least square (pls) with the help of the smartpls 4.0 program. Based on the results of data analysis and testing as well as the discussion that has been described, the following conclusions can be drawn, Brand Image has a positive and significant influence on Purchase Intention. Celebrity Endorsements have a positive and significant influence on Negative Publicity. Celebrity Endorsement has a positive and significant influence on Purchase Intention. Negative Publicity has a positive and significant influence on Purchase Intention. Celebrity Endorsement variable moderated by Brand Image on Purchase Intention has no effect and is not significant on Purchase Intention. Celebrity Endorsements moderated by Negative Publicity on Purchase Intention have no effect and are not significant on Purchase Intention.

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