The Effect Of Celebrity Endorsement On Brand Image And Trust Brand And It's Impact To Purchase intention
Case Study: Oppo Smartphone

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ABSTRACT

The problem of this research investigates the importance of celebrity endorsement on The brand image and brand trust towards of purchase intention on Oppo smartphone. The objectives of this research was analyzed the effect of celebrity endorsement to brand image, the effect of celebrity endorsement to brand trust, the effect brand image to purchase intention, the effect brand trust to purchase intention and the effect celebrity endorsement to purchase intention. The methodology of this research was survey research, where the instrument of this research is questioner. The population of this research is the citizen of Jakarta who knows the smartphone Oppo products. A sample of this research is 150 respondents using purposive sampling method. Validity test of the instrument use Confirmatory Factor Analysis and the reliability test use Alpha Cronbach technique. The method used the AMOS program version 22.0 finding and contribution in this research was celebrity endorsement positively affects the brand image and brand trust, brand image and brand trust positively affects to purchase intention. Credibility is considered the most important characteristic of a brand and is a key focus of this research. Research limitations/implication in this research was this research used a smartphone product to test the model and I collected data only from Jakarta. Such. A direct recommendation is that future studies should be conducted using a broader consumer sample to achieve generalizability and in another country may yield different result.

Keyword: Celebrity endorsement; brand image; brand trust; purchase decision.
INTRODUCTION

At present, the need to communicate is very important for everyone. This need has resulted in an increase in the need for telecommunication services because of the ever increasing demands of users in the future. Since ancient times humans have created various communication tools, especially the medium of long-distance communication to obtain information or other purposes without the need to go directly to the destination to find out the information. Among the various telecommunications services whose needs are highest and continue to increase are smartphones. The development of smartphone users as a means of communication has brought many major changes. People are increasingly dependent on smartphones to get the information they need, anywhere and anytime. Seeing this phenomenon, eventually many producers see a large business opportunity in the field of telecommunications, especially smartphones (Samrand, 2017).

The era of free trade and globalization is now marked by the increasing spread of various products (Ramli, 2016a), both in the form of goods and services that cause business competition between companies increasingly competitive (Ramli, 2012a). This causes the company to be required to be more careful in addressing in determining the competitive strategy (Ramli, 2013). Every company tries to get the attention of prospective consumers in various ways, one of which is by providing information about the product (Ramli, 2012b).

The increasing need for smartphones has led to competition between smartphone companies. The increasing number of smartphone companies that offer products with diverse features and quality make consumers have to be selective in choosing. One of the products offered to the market that attracts the attention of writers is the smartphone product with the Oppo brand. Oppo smartphone is one of the newcomers in the field of mobile phones that has developed them worldwide. Oppo's smartphone products have gained public attention and trust in the past few years. Evidently based on research reports from International Data Corporation (IDC) Oppo smartphone products have the largest increase in sales compared to other smartphone brands.
Table 1: Data on smartphone sales growth in Indonesia

| Vendor | 1Q16 Shipment Volumes | 1Q16 Market Share | 1Q15 Shipment Volumes | 1Q15 Market Share | Year-Over-Year change |
|--------|-----------------------|-------------------|-----------------------|-------------------|-----------------------|
| Samsung | 81.9                  | 24.5 %            | 82.4                  | 24.6 %            | -0.6 %                 |
| Apple   | 51.2                  | 15.3 %            | 61.2                  | 18.3 %            | -16.3 %                |
| Huawei  | 27.5                  | 8.2 %             | 17.4                  | 5.2 %             | 58.4 %                 |
| OPPO    | 18.5                  | 5.5 %             | 7.3                   | 2.2 %             | 153.3 %                |
| Vivo    | 14.3                  | 4.3 %             | 6.4                   | 1.9 %             | 123.8 %                |
| Others  | 141.5                 | 42.3 %            | 159.8                 | 47.8 %            | -11.4 %                |
| Total   | 334.9                 | 100 %             | 334.4                 | 100 %             | 0.2 %                  |

Source: IDC Worldwide Quarterly Mobile Phone Tracker, April 27, 2016.

Based on the table, it can be seen even though the market share of Samsung, Apple and Huawei products is bigger than Oppo products, but Oppo products have the largest increase in market share by 153.2%. Where in 2015 Oppo’s market share was 2.2% and in 2016 it increased to 5.5%. In addition, in terms of shipment value Oppo products experienced the largest increase from 2015 by 7.3% to 18.5% in 2016. This shows that Oppo products are becoming known by the public and a brand that is known by buyers will generate interest in making buying decisions.

The number of brands that have sprung up makes consumers have a lot of choices and consumer buying interest is getting higher to buy a product (Ramli, 2017; Mariam & Ramli, 2017)). Schiffman and Kanuk (2010) define buying interest as a cyclone of objects that are very suitable in measuring the attitudes of certain categories of products, services, or brands. The presence of new smartphone vendors that emerge and create smartphone products with advantages over other brands will cause consumers to recognize products according to their needs.

The form of providing information about these products can be done through various marketing programs among them: advertising, sales promotion, personal selling, public relations, and direct marketing (Kotler, 2012). Advertising is one of the most common ways companies use to provide information about products to potential customers. This media feels the most effective in influencing consumers to make purchases so that the products offered by marketers through advertising media have an appeal for prospective consumers to buy, it requires the support of famous figures or advertising stars as the delivery of messages in advertisements. Based on this, the company must be
able to design an effective marketing strategy so that consumers provide positive responses to the product (Putri & Ramli, 2017). Marketing strategies that can be carried out by companies to communicate their products effectively in introducing their products and attracting consumers' attention are through advertising (Mariam, 2016). One advertising concept used by companies is product endorser. Abishek (2015) says endorser characteristics include attractiveness, trustworthiness, expertise. Attractiveness refers to intelligence, personality traits, lifestyle, physical attractiveness of the endorser. Trust proposes to the knowledge, experience, or skills possessed by an endorser associated with the ad. According to Ramli and Sjahruddin (2015), that customer trust in service products, will encourage these consumers to buy and even repurchase, so that eventually it will generate customer loyalty to product services (Ramli, 2016b).

Through the use of celebrity endorsers, marketers can at the same time differentiate with competitor products on the market. This differentiating base is very important because this differentiating base will be used by consumers to choose from a variety of products offered by producers. Another way that can be done to do a differentiating basis is through brand association. Companies must be able to build associations in the minds of consumers, as the battlefield, so that consumers always want a brand from the association created (Ramli, 2010).

Many companies use celebrities who are on the rise to advertise their products without regard to the suitability of celebrity personalities with the personal personality of the products advertised. In the short term, the use of celebrities who are on the rise can increase sales volume, but the use of celebrities as endorsers also requires quite expensive costs, therefore marketers must be careful in choosing celebrity endorsers to be able to match the products marketed later.

The high and low brand image has an impact on buying interest, so a product with a good brand will lead to a tendency for consumers to repurchase the brand. Brand image refers to the memory scheme of a brand, which contains consumer interpretation of attributes, strengths, usage, situation, users, and marketer characteristics and / or maker characteristics of the product / brand. According to Hsiang-Ming Lee (2011), brand image is what consumers think and feel when they hear or see the name of a brand. Whereas according to Kotler and Keller (2012) brand image is a description of the association and consumer confidence in a particular brand.
Before seeing a smartphone brand, consumers have certain expectations of the service they will receive. When service meets expectations, trust in the brand is built. For this reason, the brand image that consumers get has an impact on trust because this type of brand is able to create a sense of trust in services expected by consumers (Fallahi and Nameghi, 2013). According to Ramli, (2012b), Brand Image will make consumers affected to find and obtain service products from the company. And Ramli’s findings, (2013) also explain that Image is influenced by physical support facilities and how services are carried out by employees who are directly involved with consumers.

Formulation Of The Problem
Formulation of the problem is:
(1) Is there an influence of celebrity endrosment on the brand image?
(2) Is there an influence of celebrity endrosment on brand trust?
(3) Is there an effect of brand image on purchase intention?
(4) Is there a brand trust effect on purchase intention?
(5) Is there an influence of celebrity endrosment on purchase intention?

Limitation Of Research
The limitation of this research is only limited to the influence of celebrity endorsment on brand image and brand trust and its impact on community interest in Jakarta over oppo smartphone products. As well as samples used only smartphone users in Jakarta so the results cannot be generalized and are only limited to the samples studied.

LITERATURE REVIEW

Celebrity Endrosment
Celebrity endorserment is someone who brings or represents a brand, product, or service to the community. Therefore, usually the endorser is someone who is known by the public or also called celebrities. For this reason, various achievements or achievements are needed so that someone can be called a celebrity, among others in the fields of entertainment, sports, politics, social networking, and so on. The use of celebrities as endorser products must go through various considerations, including the
level of popularity with the issue of whether the chosen celebrity can represent the character of the product being advertised (Abishek, 2015).

**Brand Image**

Brand Image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. The image of the brand relates to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand will be more likely to make purchases (Bian and Moutinho, 2011). While according to Lee, at all (2011), brand image is a description of the association and consumer confidence in a particular brand.

**Brand Trust**

Brand trust has a very large influence on the sustainability of the brand, because if a brand is no longer trusted by consumers, the product with that brand will be difficult to develop in the market. But on the contrary if the brand is trusted by consumers, then the product with that brand will continue to grow in the market. According to Keller (2008) brand trust is defined as a sense of security possessed by the product user, in their interaction with a brand based on the perception that the brand can be trusted and pay attention to the interests and welfare of consumers.

According to Guviez and Korchia (2014) there are several things that can be identified from the trust variable, namely: Trust and commitment are the most important and strategic variables to maintain long-term relationships between industry partners and businesses. There are some things that can be identified from the trust variable, namely: Trust and commitment are the most important and strategic variables to maintain long-term relationships between industry partners and businesses. Explanation of the variables of trust and commitment in the relationship between companies and consumers, provides supplements to economic theory, especially regarding transaction costs. An explanation of the variables of trust and commitment in the relationship between companies and consumers, provides a supplement to economic theory especially about transaction costs.

The biggest difficulty in conceptualizing trust is on the basis of cognitive and affective. The research conducted by Tezinde et al. (2014) prove that trust, commitment and satisfaction will influence relationships with consumers and loyalty.
**Purchase Itention**

According to Toufani (2016) buying interest arises because of the existence of a positive stimulus about an object that gives rise to consumer motivation for a product. While buying interest in the perception of Schiffman (2013) is a person’s attitude towards objects that are very suitable in measuring the attitudes of certain categories of products, services, or brands. Buying interest is part of the behavior component in consuming. Schiffman and Kanuk (2014), explain that external influences, awareness of needs, product introduction and alternative evaluation are things that can lead to consumer buying interest. This external influence consists of marketing efforts and socio-cultural factors.

According to Romero (2015) there are several factors that influence buying interest, namely: a). Differences in employment, namely with the existence of differences in employment, one can predict interest in the level of work to be achieved, activities carried out, use of leisure time, etc. b). Socio-economic differences, namely someone who has a high socio-economic will more easily achieve what he wants than those who have a low socio-economic. c). The difference in hobbies or hobbies is how someone uses his free time. d). Sex differences, namely women’s interests, will differ from men’s interests, for example with shopping patterns. e). Differences in age Age of children, adolescents, adults, and parents will differ in their interest in goods, object activities and someone.
Conceptual Framework

Picture 1: Framework

Formulation of the hypothesis

**H1:** Celebrity endorses have a positive effect on brand image.

**H2:** Celebrity endorses have a positive effect on brand trust.

**H3:** Brand image has a positive effect on purchase intention.

**H4:** Brand trust has a positive effect on purchase intention.

**H5:** Celebrity endorses have a positive effect on purchase intention.

RESEARCH METHODS

Research design

This research is included in quantitative research with survey methods. In the research survey information was collected from respondents using a questionnaire. This survey research is data collection using questionnaire / interview instruments to get responses from respondents.

Based on the level of exploration, this research is classified in associative clausal research. Clause associative research according to Hair et al (2011) is a study that looks
for relationships or causal influences, namely the relationship of independent variables to the dependent variable.

**Population and Samples**

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study is the people in Jakarta who know Oppo products and brands and have used Oppo handphone products.

The sample is part of the number and characteristics possessed by the population. The sample is part or representative of the population that has the same characteristics and characteristics and meets the specified population. Looking at the characteristics of the population that exists and the purpose of this study, the determination of respondents in this study is by purposive sampling method, namely the determination of respondents from the population with certain criteria. The number of samples examined in this study were 150 samples or respondents.

**Data analysis method**

In analyzing this research data, researchers used analytical techniques using the AMOS program version 22.0. The purpose of this method is to predict changes in the dependent variable associated with changes that occur in a number of independent variables.

**DISCUSSION OF RESEARCH RESULTS**

**Hypothesis Test Results**

**Table 1 : Hypothesis Testing Results**

| Hipotesis | Path | Estimate | P value | Kesimpulan |
|-----------|------|----------|---------|------------|
| H1        | celebrity endorsement → brand image | .487 | 0.000 | H1 Terdukung Hipotesis |
| H2        | celebrity endorsement → brand trust | .897 | 0.000 | H2 Terdukung Hipotesis |
| H3        | brand image → purchase intention | .819 | 0.000 | H3 Terdukung Hipotesis |
| H4        | brand trust → purchase intention | .369 | 0.000 | H4 Terdukung Hipotesis |
| H5        | celebrity endorsement → purchase intention | .036 | 0.674 | H5 Terdukung Hipotesis |

Sumber : Hasil pengolahan data dengan program Amos
Hypothesis # 1
The first hypothesis tested the effect of celebrity endorsement on brand image. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows:

**Ho1:** There is no influence between celebrity endorsement on brand image.

**Ha1:** There is influence between celebrity endorsement on brand image.

The results obtained prove that the estimate value is 0.487, with a P value of 0.000. Then Ho1 can be rejected and accept Ha1, which means there is an influence between the celebrity endorsement on the brand image.

Hypothesis # 2
The second hypothesis examines the effect of celebrity endorsement on brand trust. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows:

**Ho2:** There is no influence between celebrity endorsement on brand trust.

**Ha2:** There is influence between celebrity endorsement on brand trust.

The results obtained prove that the estimate value is 0.897, with a P value of 0.000. Then Ho2 can be rejected and accept Ha2 which means there is an influence between celebrity endorsement on brand trust.

Hypothesis # 3
The third hypothesis examines the effect of brand image on purchase intention. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows:

**Ho3:** There is no influence between the brand image on purchase intention.

**Ha3:** There is an influence between the brand image on purchase intention.

The results obtained prove that the estimate value is 0.819, with a P value of 0.000. Then Ho3 can be rejected and accept Ha3, which means that there is an influence between the brand image on purchase intention.

Hypothesis # 4
The fourth hypothesis examines the effect of brand trust on purchase intention. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows:

**Ho4:** There is no influence between brand trust and purchase intention.

**Ha4:** There is an influence between brand trust in purchase intention.
The results obtained prove that the estimate value is 0.369, with a P value of 0.000. Then Ho4 can be rejected and accept Ha4, which means there is an influence between brand trust on purchase intention.

Hypothesis # 5
The fifth hypothesis examines the effect of celebrity endorsement on purchase intention. The null hypothesis (Ho) and the alternative hypothesis (Ha) are arranged as follows:

\[ Ho_5: \text{There is no influence between celebrity endorsement and purchase intention.} \]

\[ Ha_5: \text{There is influence between celebrity endorsement on purchase intention.} \]

The results obtained prove that the estimate value is 0.036, with a P value of 0.674. Then Ho5 is acceptable and rejects Ha5, which means there is an influence between the celebrity endorsement on purchase intention.

CONCLUSION
Based on the results of processing and analysis of all data, conclusions which can be obtained are as follows:
There is an influence between celebrity endorsement on brand image. The meaning is if the celebrity endorsement increases, the value of the brand image will increase. Vice versa.
There is an influence between celebrity endorsement on brand trust. Which means that if the celebrity endorsement increases, the value of the brand trust will increase. Vice versa.
There is an influence between the brand image on purchase intention. Which means if the brand image has increased, then the value of purchase intention will increase. Vice versa.
There is an influence between brand trust and purchase intention. Which means if the brand trust has increased, then the value of purchase intention will increase. Vice versa.
There is no influence between celebrity endorsement on Purchase intention.
Managerial Implications

Based on the results of the research as discussed in previous chapters, it was found that the hypotheses H1, H2, H3, H4 can be accepted. The influence of each hypothesis is a positive effect.

By having proven the relationship of influence, then the managerial implications that can be given for an organization, in increasing the Purchase intention need to pay attention to Improving the quality of Celebrity Endrosments, namely for example by trying to find Celebrity Endrosments that can represent products, as well as Celebrity Endrosments that are already known to the public. The improvement of the quality of Celebrity Endrosment is very important because based on the research carried out, Celebrity Endrosment is proven to be able to increase the brand image and also brand trust.

Product brand image enhancement.

This brand image increase has been shown to have a significant effect on the increase in Purchase intention. With the better oppo smartphone brand image, the Purchase intention from prospective buyers will also increase.

Brand trust increase for products.

This increase in brand trust has also been shown to have a significant influence on increasing Purchase intention. With the better oppo smartphone brand trust from consumers, the purchase intention of prospective buyers will also increase.

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