

CELEBRITY ENDORSER CONTRIBUTION TOWARDS LOCAL COSMETIC PURCHASE INTENTION

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Abstract

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

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

INTRODUCTION

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

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

Emotional attachment is played by the company to give a deeper impression and is the key to recognizing consumer characteristics that correspond to the marketed product. According to Majeed et al. (2017), consumers can quickly get attention to something

exciting and enjoyable. Cosmetic companies in Indonesia that house their respective brands take the way to take consumers' attention using celebrity endorsers as one of their marketing strategies. The exciting thing confirmed is the emergence of purchase intentions against celebrity endorsers after an indirect relationship through emotional attachment and brand trust with consumers. This research was conducted to find out things that affect local cosmetic consumers to have purchasing intentions. Purchase Intention as dependent variables in this study, through several variables such as celebrity endorser as independent variables and emotional attachment and brand trust as intervening variables.

LITERATURE REVIEW

Purchase Intention

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

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

Celebrity Endorser

A celebrity endorser is a form of advertising that utilizes the social status of someone prominent or seen as good to promote a service, goods, or idea. Celebrities today are a form of "human brand" which has an association that is prepared to be then presented to consumers (Jos & Lange, 2018). According to Dwivedi et al. (2011), celebrities entrusted have relevant influences on various fields in society, ranging from the world of arts and

entertainment, business, politics, and even religion. Choosing the right celebrity endorser is now used by companies to provide additional support to a brand, creation of attention to a company's marketing communications, stating its brand image, and increasing sales, and stimulate consumers to support their offering (Winterich et al., 2018).

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

Research conducted by Jos & Lange (2018) which discusses the influence of celebrities through social media, states that there is a positive influence between celebrities on the emotional attachment of their followers. A follower (followers) follow a celebrity to see his life; furthermore, they also follow the attached endorsements or are being lived by celebrities they follow. Research conducted by Ladhari et al. (2020), digital celebrities who do endorsements show positive results against emotional attachment.

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

The study examined the influence of several celebrities with clothing brand GAP. Research on the influence of celebrity endorsers and brand trust also showed positive results on research conducted by Dwivedi et al. (2019). The study sampled 525 Indians who used telecommunications equipment. Research conducted by Aldajani et al. (2019) states that when a celebrity endorser is marketing a brand, he will show a responsible attitude. This affects the consumer's view of the brand. This study also explained that the more attractive and popular a celebrity is chosen, the higher the consumers' purchase intentions. Research that also shows the positive influence between celebrity endorsers and purchasing intentions can be found in the research results of Wang et al. (2012). The study used 202 valid samples of general respondents in Taiwan. Osei-Frimpong et al.'s (2019) research show positive results among celebrity endorsers against buying intentions. The study was conducted on 500 respondents from three universities located in Accra.

H1: Celebrity endorser positively and significantly affects emotional attachment

H2: Celebrity endorser positively and significantly affects brand trust

H5: Celebrity endorser positively and significantly influences the purchase intention

Emotional Attachment

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

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

The emotional attachment also influences the consumer's buying intentions, according to research conducted by Ladhari et al. (2020) which states that there is a positive impact

between emotional connection (emotional attachment) and the intention to buy consumers online. When a consumer already feels that a brand can bond, in this case, a brand is described as a complement to a consumer's life, making the consumer loyal to the brand. Consumers will tend not to rethink what replacement brands can complement their needs. Research conducted by Yilmaz et al. (2011) on 543 participants in Istanbul explained, when a source can provide feelings that tend to be positive (pleasure and comfort) and can attract attention, consumers will feel more connected to a brand. Ultimately, consumers can make it easier to purchase the products they love whenever they want.

H3: Emotional attachment positively and significantly affects purchasing intentions

Brand Trust

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

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

Reinikainen et al. (2020), in their research, found a positive influence between brand trust and online and conventional buying intentions. In this study, brand trust was very influential in advertising on the YouTube podium and healthcare. Chae et al. (2020) in a

study of 460 participants who were considered potential buyers of limited edition shoes. Research shows that there is an influence between brand trust and buying intentions.

H4: Brand Trust positively and significantly affects purchasing intentions

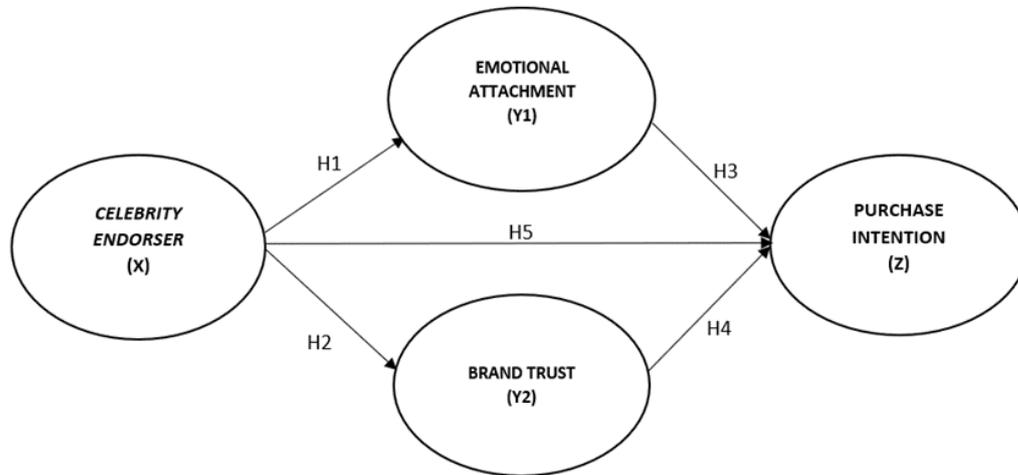


Figure 1. Research Model

Source : Data processed by author (2021)

RESEARCH METHOD

Respondent

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

Measurement

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

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

Analysis

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

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

RESULT AND DISCUSSION

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

Table 1. Descriptive Analysis Table Celebrity Endorser

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

Source : Data processed by author (2021)

Table 2. Descriptive Analysis Table Emotional Attachment

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

Source : Data processed by author (2021)

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

Table 3. Descriptive Analysis Table Brand Trust

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

Source : Data processed by author (2021)

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

Table 4. Descriptive Analysis Table Purchase Intention

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

Source : Data processed by author (2021)

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

Table 5. CFA Test Result Celebrity Endorser

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

Source : Data processed by author (2021)

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

Table 6. CFA Test Result Emotional Attachment

Index	Cut Off Value	Result	Evaluation Model
RMSEA	≤ 0.08	0.00	<i>Fitted</i>
GFI	≥ 0.90	0.99	<i>Fitted</i>
CMIN/DF	≤ 2.00	0.88	<i>Fitted</i>
CFI	≥ 0.95	1.00	<i>Fitted</i>

Source : Data processed by author (2021)

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

Table 7. CFA Test Result Brand Trust

Index	Cut Off Value	Result	Evaluation Model
RMSEA	≤ 0.08	0.00	<i>Fitted</i>
GFI	≥ 0.90	0.97	<i>Fitted</i>
CMIN/DF	≤ 2.00	0.94	<i>Fitted</i>
CFI	≥ 0.95	1.00	<i>Fitted</i>

Source : Data processed by author (2021)

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

Table 8. CFA Test Result Purchase Intention

Index	Cut Off Value	Result	Evaluation Model
RMSEA	≤ 0.08	0.02	<i>Fitted</i>
GFI	≥ 0.90	0.99	<i>Fitted</i>
CMIN/DF	≤ 2.00	1.08	<i>Fitted</i>
CFI	≥ 0.95	1.00	<i>Fitted</i>

Source : Data processed by author (2021)

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

Table 9. Reliability Test Result

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

Source : Data processed by author (2021)

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

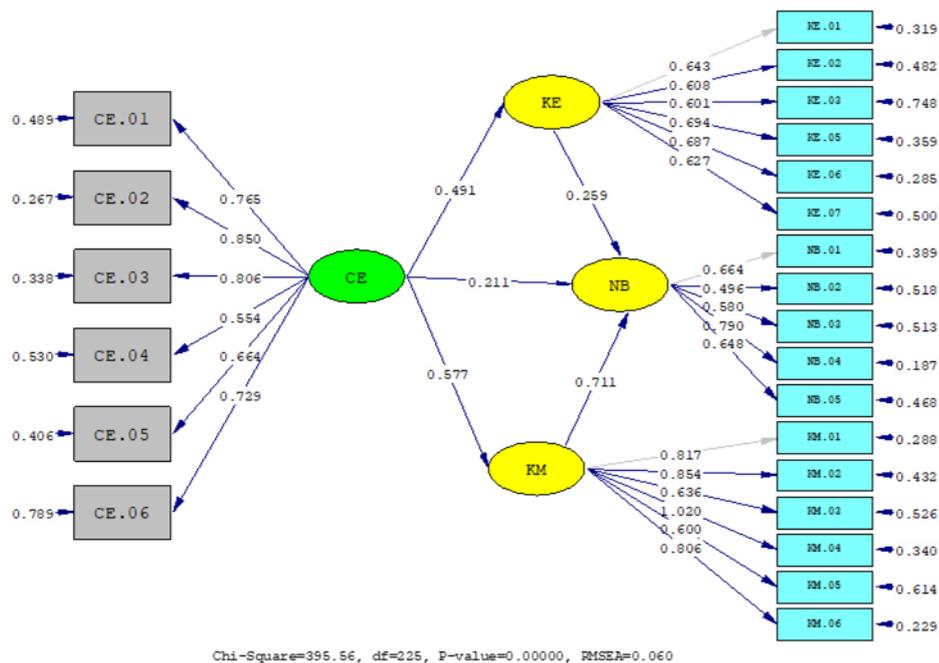


Figure 2. Full Model SEM

Source : Data processed by author (2021)

Tabel 10. Full Model SEM

Index	Cut Off Value	Result	Evaluation Model
RMSEA	≤ 0.08	0.06	<i>Fitted</i>
GFI	≥ 0.90	0.85	<i>Marginal Fit</i>
CMIN/DF	≤ 2.00	1.78	<i>Fitted</i>
CFI	≥ 0.95	0.98	<i>Fitted</i>

Source : Data processed by author (2021)

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

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

Table 11. Hypotesis Test Result

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

Source : Data processed by author (2021)

This study examines the purchase intention generated by celebrity endorsers (by looking at the attractiveness, expertise, and trustworthiness side) through the indirect influence of emotional attachment and brand trust. Celebrity endorser has now shifted its meaning, where currently everyone from various fields can be declared a celebrity endorser as long as it is still relevant (Dwivedi et al., 2011). The exciting thing in this study is the proof that celebrity endorsers who are not from significant artists can influence emotional attachment. This is following research by Dwivedi et al. (2016), which states that attractiveness, expertise, and trustworthiness can increase the emotional attachment between celebrities and consumers. This research shows that personal character similarities and self-image can also provide a deeper bond between the celebrity and their followers or fans and can influence the emotional attachment of a consumer.

The ability of celebrity endorsers to influence brand trust is also well tested in this study. The use of the right Celebrity Endorser, such as being attractive, having high product knowledge, and being trustworthy, can influence Brand Trust by a consumer. This follows the research of Miller & Allen (2012), which states that the Celebrity Endorser variable has a positive and significant effect on Brand Trust. However, companies should be able to see which celebrity endorsers have a standard personal character and self-image to

consumers targeted by the company. This study confirms that trust in the brand leads consumers to recommend the preferred product because they believe that it is excellent and suitable for themselves.

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

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

The interesting thing obtained from this study is the evidence that there is a positive and significant relationship between celebrity endorsers and consumers' purchase intentions. This is in line with research conducted by Wang et al. (2012); celebrity reputation can increase consumer attention and desire for advertised products. So, the celebrity endorser's reputation can also be considered by companies to advertise a product (Wiedmann & von Mettenheim, 2020).

CONCLUSION

In this study, it can be concluded that there is an influence between celebrity endorser (X) on purchase intentions (Z) through emotional attachment (Y1) and brand trust (Y2) as intervening.

There are some academic suggestions. This research can be re-done by using a different celebrity endorser considering the changes that are not eternal. The use of a more significant number of samples is also recommended so that variability can increase (Asiamah et al., 2017). This researcher can be done again by adding the existing variables.

The use of brand loyalty (Munyau & Mwirigi, 2013), negative publicity (Thwaites et al., 2012), and brand awareness (Spry et al., 2011).

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

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