CELEBRITY ENDORSEMENT AND BRAND IMAGE: EFFECTIVE STRATEGIES TO INCREASE PURCHASE INTENTION OF FASHION PRODUCTS ON E-COMMERCE PLATFORMS

Muhammad Afif Jubaidi
Faculty of Economics, Universitas Negeri Jakarta, Indonesia
Email: muhammadafifjubaidi@gmail.com

Christian Wiradendi Wolor
Faculty of Economics, Universitas Negeri Jakarta, Indonesia
Email: christianwiradendi@unj.ac.id

Muhammad Fawaiq
Faculty of Economics, Universitas Negeri Jakarta, Indonesia
Email: muhammadfawaiq@unj.ac.id

ABSTRACT

Currently, fashion products are able to become a dream in e-commerce purchases, so that the fashion product business is currently very competitive, especially in Indonesia. The purpose of this study is to investigate how celebrity endorsement and brand image influence purchase intention of fashion brands in e-commerce. The research method used in this study is a quantitative method, and the data collected are primary data through surveys, with the sampling technique chosen being purposive sampling, this study involved 200 respondents. The data that has been collected is then processed using AMOS software in addition to Structural Equation Modeling (SEM) using CFA and hypothesis testing. The results of the study, celebrity endorsement significantly influences purchase intention, brand image significantly influences purchase intention, and celebrity endorsement significantly influences brand image.
Keyword: Celebrity endorsement, Brand image, Purchase intention

ABSTRAK

Saat ini produk fashion mampu menjadi idaman dalam pembelian di *e-commerce*, sehingga bisnis produk fashion saat ini sangat kompetitif, terutama di Indonesia. Tujuan dari penelitian ini adalah untuk menyelidiki bagaimana *celebrity endorsement* dan *brand image* memengaruhi *purchase intention brand fashion* di *e-commerce*. Metode penelitian yang digunakan adalah metode kuantitatif, dan data yang dikumpulkan adalah data primer melalui survei, dengan teknik pengambilan sampel yang dipilih adalah *purposive sampling*, penelitian ini melibatkan 200 responden. Data yang telah dikumpulkan kemudian diolah menggunakan software AMOS sebagai tambahan dari *Structural Equation Modeling* (SEM) dengan menggunakan CFA dan uji hipotesis. Hasil penelitian tersebut, *celebrity endorsement* mempengaruhi secara signifikan *purchase intention*, *brand image* mempengaruhi signifikan *purchase intention*, dan *celebrity endorsement* mempengaruhi dan signifikan *brand image*.
Kata kunci: Celebrity endorsement, Brand image, Purchase intention

INTRODUCTION

The presence of mass media in modern society cannot be denied. The most striking thing about these technological developments is the gadget and the tendency to do activities in cyberspace such as shopping online or more commonly referred to as online shopping. The rise of online buying and selling transactions (e-commerce) is considered more effective and efficient by the Indonesian people. E-commerce can be said to be an online business transaction

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activity that uses the internet network as the most important media in running a business (Isyanahapsari & Nurseto, 2018).

According to Siahaan and Lidwina (2021) fashion products are able to become a dream in purchasing in e-commerce. The number of transactions in purchasing fashion products can reach 70% of total shopping in e-commerce in 2022 based on survey results from Standard Insights. The items traded start from clothes, jackets, shirts, and others. One of the local Clothing lines that is currently popular is Erigo Apparel.

Erigo Apparel is one of the successful Clothing lines from Indonesia and has successfully entered the international market. Erigo Apparel was successfully built by Muhammad Sadad in 2014 which has a clothing concept that is street style and traveling. In 2015, Erigo Apparel managed to achieve a turnover of 22 billion rupiah. And in 2020 there was a 10-fold increase in orders compared to previous years. And in 2021 Erigo Apparel managed to penetrate the international scene (kemenparekraf, 2021). Quoted from CNN Indonesia (2021), the CEO of Erigo Apparel, Muhammad Sadad, was questioned regarding a case of violation of the health quarantine of a celebrity named Rachel Vennya. Rachel is one of the celebrity endorsements who participated in the Erigo Apparel invitation to the New York Fashion Week 2022 event in the United States in September 2021. The celebrity endorsement case above can have a negative impact on a company's brand image. According to Yawar and Ghafar (2021) celebrity endorsements create a brand image and perceived value in the minds of consumers, the end result of which is purchase intention. A positive brand image and constructive perceived value results can encourage someone to buy.

Quoted from Kumparan (2020), Erigo Apparel is in the spotlight because one of its product designs plagiarizes the work of Polish artist Nora Potwora. This issue has a negative impact on Erigo Apparel's image. Products that have an attractive design will be able to increase the brand image of the product. Brand image is a representation of the overall perception of the brand and is formed from information from past experiences with the brand (Cahyani et al., 2021). The higher the brand image of a product in the eyes of the public, the higher the tendency of the public to make purchasing decisions.

Previous research by (Dhaefina et al., 2021) entitled The Effect of Celebrity Endorsement, Brand image, and Testimonials on Consumer Purchase Intention for Lemonilo Instant Noodle Products on Instagram. Social media shows a significant influence between Celebrity Endorsement on purchase intention, this is because the higher the popularity of the celebrity and the better the ability to convey information, the higher the consumer's purchase intention on a product. Meanwhile, previous research (Andi et al., 2020) entitled shows that celebrity endorsement has no significant effect on purchase intention, therefore Asus must pay attention to choosing a model for endosers. Based on previous research, there are still gaps in research results regarding the effect of celebrity endorsement and brand image on purchase intention, so researchers have an interest in studying and researching further. Therefore, celebrity endorsement and brand image are very important to achieve purchase intention in e-commerce users. The purpose of this study is to analyze the effect of celebrity endorsement and brand image on purchase intention. The results are expected to be a guideline for developing and increasing product purchase intentions in e-commerce.

LITERATURE REVIEW
Purchase intention

Based on the definition given by Schiffman and Kanuk in Lee et al. (2017) Purchase intention is a measurement of the possibility that prospective buyers should decide whether they want to get a product, meaning that the higher the possibility, the stronger the prospective buyer should be in order to carry out their purchase. Meanwhile, based on Martinez and Kim in Dapas et al. (2019) Purchase intention is the stage at which prospective buyers behave before

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carrying out the purchase of a good or service provided. purchase intention based on the description of Arifani and Haryanto (2018) is the tendency of buyers to carry out the purchase of a product or service. Meanwhile, based on Meskaran et al. (2013) explains the definition of purchase intention as the readiness of buyers to carry out the purchase of a product. Based on Ariffin et al. (2018) defines purchase intention as the desire of buyers to carry out purchases of products or services through stores.

Saputro (2018) also states that purchase intention can be studied with the components of transactional interest, referential interest, preferential interest and exploratory interest as follows: (1) Transactional interest, It is a person's tendency to buy a product based on high trust in the company. This interest can be driven in terms of variety of uses, choices, product variations to payment methods; (2) Referential interest, It is the tendency to buy that arises after consumers have positive experiences and information about the product. Not only that, consumers will also advise their closest people to also purchase the same product; (3) Preferential interest, It is the tendency of consumers who will make a product in a particular brand their priority, because trust in the product has arisen compared to the same product from other brands; and (4) Explorative interest, It is the tendency of someone who is always looking for information about the product of interest either through the internet, relatives or people closest to them regarding their experience with the product.

Celebrity Endorsement

Celebrity endorsement is one of the highly profitable and rapidly evolving advertising strategies dominate industries such as fashion, cosmetics, food, sports and many others, and are often reflected in social media advertising. Because advertising and social media are trend-setting advertising tools in this technological generation. That is, recommendations are widely used as a promotional tool around the world and on social media (Ahmad et al., 2019). Celebrity endorsement is used by several companies to communicate information to the public about the products they sell. Sponsors and stars who appear in celebrity advertisements are chosen from actors and actresses who are well known to the general public.

According to Kotler and Keller (2016), celebrity endorsement is the use of sources as attractive or popular characters in advertisements so that the brand image can be strengthened in the minds of customers. Therefore, celebrity endorser or commonly referred to as influencer marketing strategy is considered as one of the right strategies to utilize a large number of influencers to attract potential customers. Influencers are usually selected based on their skills, expertise, name recognition, and reputation. Maiyosa (2021) also states that celebrity endorsement can be examined with the components of trust, expertise, attractiveness, respect and similarity as follows: (1) Trustworthiness is an attitude of trust towards the product of a supporter's image. This refers to the extent to which the source is seen as honest, sincere, and trustworthy; (2) Expertise is a competitive advantage that the supporter has to convince the audience in terms of their skills; (3) Attractiveness this refers more to the physical attractiveness of the celebrity who is perceived as attractive to be seen in relation to certain group concepts; (4) Respect it is the audience's appreciation of a product after seeing and hearing information from the endorser; and (5) Similarity refers to the similarity between the endorser and the audience in terms of age, gender, ethnicity, social status and so on.

Brand Image

According to Zhang (2015) defines brand image as a system of images and thoughts that exist in human consciousness, triggering information about a particular brand and basic attitudes towards it. Świtała et al. (2018) define that brand image is an impression made as a consequence of a number of factors, for example, associations related to a particular brand, purchase experience, reputation of a particular brand, form and size of advertising, promotion,

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etc., which means that from the point of view of various recipients, it is a complex, inhomogeneous, and quite abstract group. Based on Keller in Nurhandayani et al. (2019) when a series of purchasing activities occur, brand image a number of times, this is the main consideration for buyers before they think about other factors such as quality, price, and the benefits obtained from the product. Being, it can be said that brand image is one of the important factors when buyers intend to purchase a product.

Based on Plumeyer et al. (2019) there are three dimensions that can be used in measuring the level of brand image, including the following: (1) Functional Image, is a dimension that has tangible characteristics and can be measured. This dimension is visible and can be offered to buyers or potential buyers. For example, Madame Gie is known for its economical price compared to other brands and has high quality, this product is also available in various marketplaces and social media that are easily accessible when buyers want to make a purchase; (2) Affective image, refers to the psychology of buyers with attitudes and feelings for a company. Madame Gie buyers are able to feel safe and not afraid when they want to carry out the application of the product because it has passed the BPOM permit; and (3) Reputation image, refers to the good name of a product and the acceptance of the product in society.

Hypothesis Development
Celebrity Endorsement on Purchase Intention

This is based on Alatas and Tabrani's (2018) research, This study, which employed route analysis with 125 respondents, found that celebrity endorsement had a considerable impact on purchase intentions. With a sample size of 125 respondents and an analytical approach of route analysis, this study demonstrates that celebrity endorsement has a considerable impact on purchase intention.This indicates that the more favorable the celebrity, the more likely customers are to purchase. This is also consistent with Masato's studies on shampoo products (2021). The findings revealed that celebrity endorsement had a favorable and significant impact on the purchase intention of Head & Shoulder products. This demonstrates that the more appealing a company's commercial is delivered by a celebrity, the greater the intention to purchase it. In contrast, if a firm's celebrity endorsement is unappealing, there is a low likelihood of purchasing the company.

H1: Celebrity endorsement has a positive and significant effect on purchase intention.

Brand Image on Purchase intention

Wajdi et al. (2020) explored how brand image affects purchase intention in the cosmetics business.Furthermore, the brand image, which is the company's identity, recognition, and overall image and impression, aids in product differentiation by gathering information from a variety of sources.As a result, a strong brand image may instill higher trust in customers. This is consistent with Hamidun's (2018) research, which investigates the influence of brand image on the fashion sector. Additionally, Gautam and Sharma (2017) demonstrate that brand image actions have a considerable beneficial influence on customer purchase intentions for luxury apparel firms. Another study, done by Spackman and Larsen (2017), validates these findings.According to research, when Facebook marketing is extremely engaging, participatory, and frequently shared by followers, businesses and their consumers get along better.Previous study has demonstrated that brand image has a favorable impact on purchase intention. Furthermore, in the relationship between businesses and consumers, each encounter creates a brand image. Consumers are more inclined to pick a product with a positive brand image for a firm than a negative brand image.

H2: brand image has a positive and significant effect on purchase intention.

Celebrity Endorsement on Brand Image

Masato's (2021) study discovered that celebrity endorsement has a favorable and significant impact on the brand image of shampoo products. Concerned customers can determine whether or not to buy the goods. As a result, the presence of celebrity endorsers enhances the brand image and improves product popularity among customers. This is consistent with earlier studies undertaken by Takaya (2017) and Adiba et al. (2020), who explored the influence of celebrity endorsement on the brand image of smartphone firms. Both prior research found that celebrity endorsements had a favorable and significant impact on brand image. In other words, the better and more attractive the actor or celebrity featured in the celebrity advertisement, the more likely the image of the promoted brand will increase. In other words, the better and more handsome the actor or celebrity included in the celebrity commercial, the higher the likelihood of the advertised brand's image being enhanced.

H3: celebrity endorsement has a positive and significant effect on brand image.

METHOD

This study was conducted to calculate the effect of celebrity endorsement (X1), brand image (X2), and purchase intention (Y). This research is uses a quantitative approach, the population in this study were Jabodetabek (Jakarta, Bogor, Depok, Tangerang and Bekasi) people who knew the Erigo brand in e-commerce. The number of question indicators is 17 x 10 respondents, so that 170 respondents can be collected and rounded up to 200 respondents. Data collection using purposive sampling technique, namely samples that have criteria for knowing the Erigo brand in e-commerce. Data from respondents was collected through an online questionnaire, by distributing online questionnaires via google form. The questionnaire was distributed online using Likert scale measurements with a range of 1 (strongly disagree) to 5 (strongly agree). Data were analyzed using SEM (Structural Equation Structural Equation Model) through CFA and hypothesis testing, using AMOS applications.

RESULTS AND DISCUSSION
Confirmatory Factor Analysis (CFA) Test

Confirmatory Factor Analysis (CFA) test is used to confirm the indicator elements that define latent constructs. Testing is carried out in stages until it meets the right model according to the cut of point. Goodness of fit indices used are chi-square, significance (P), RMSEA, CFI, GFI, AGFI, TLI, and CMIN/DF. If a good model has not been obtained, it is necessary to modify the model so that it meets the model eligibility requirements. The CFA output results related to the goodness of fit indices of the research model are described in Figure 1 and Table 1. Based on the Figure 1, and Table 1, there are still six Goodness of Fit Indices that have values that are not fit or not fit. Therefore, it is necessary to modify the model in order to produce a latent construct model.
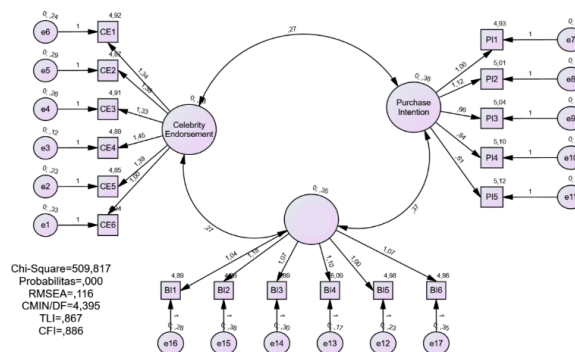

Figure 1. Structural Model Before Modification

Table 1. Goodness of Fit Indices Before Modification

GOF Model Index	Cut of value	Model result	Conclusion
Chi-Square	Small value	509,817	Not fit
Probability	≥0,05	0,000	Not fit
RMSEA	≤0,08	0,116	Not fit
CFI	≥0,95	0,886	Not fit
TLI	≥0,95	0,867	Not fit
CMIN/DF	≤2,00	4,395	Not fit

Fit Model

The original model mentioned above appears to be a model of non-latent constructs. Therefore, the researcher modified the model by including some indicators with high error correlation values, and also eliminating the most frequently occurring indicators, as well as modifying the indicator guidelines and goodness-of-fit output. Based on these references, the latent configuration model is obtained as shown in the Figure 2.
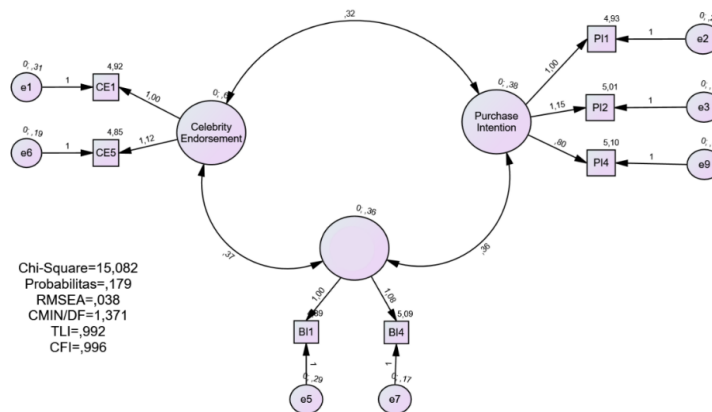

Figure 2. Structural Model After Modification

Table 2. Goodness of Fit Indices After Modification

GOF Model Index	Cut of value	Model result	Conclusion
Chi-Square	Small value	15,082	Fit
Probability	≥0,05	0,179	Fit
RMSEA	≤0,08	0,038	Fit
CFI	≥0,95	0,996	Fit
TLI	≥0,95	0,992	Fit
CMIN/DF	≤2,00	1,371	Fit

The Figure 2 is the Confirmatory Factor Analysis Output of the latent construct model. Then, followed by data support that can be said to be Good Fit. This is shown in the Table 2, which states that all Goodness of Fit Indicess has met the reference for each Cut-off Value value which can then be used to test the hypothesis.

Hypothesis Testing

The fit model will then be made like the research model being carried out and processed to test the hypothesis. The following model has been adjusted to the research model and also the hypothesis results.
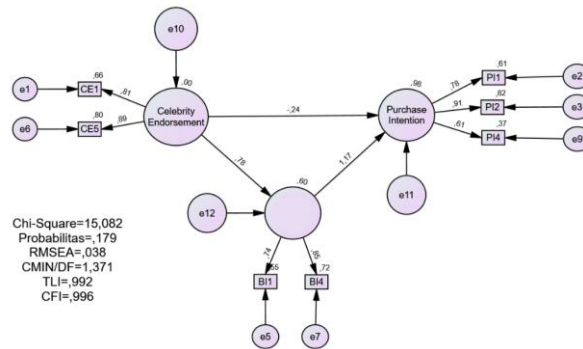
Figure 3. Output of Hypothesis Testing Results

Table 3. Hypothesis Test Results (Regression Weight)

	Variable		Estimate	S.E.	C.R.	P	Results
Brand Image	<-	Celebrity_Endorsement	,599	,061	9,756	***	Accepted
Purchase_Intention	<-	Celebrity_Endorsement	,332	,102	1,982	,040	Accepted
Purchase_Intention	<-	Brand Image	1,192	,164	7,276	***	Accepted

Table 4. Standardized Regression Weight

Variable			Estimate
Brand Image	<---	Celebrity_Endorsement	,599
Purchase_Intention	<---	Celebrity_Endorsement	,192
Purchase_Intention	<---	Brand Image	1,192

This test allows to refer to the p value obtained from the regression weights. The p-value should be 1.96. value that meets the p-value and CR indicates the hypothesis is accepted and there is a significant relationship between the constructs. After testing the hypothesis, we found that the p-value and CR match the references we used. All correlations between the components resulted in favorable and substantial outcomes. For further information, the hypothesis testing and study findings are, (1) Hypothesis 1: Celebrity endorsement has a positive and significant impact on brand image. According to Table 4.18, the correlation between celebrity endorsement and brand image is 9.756, with a p-value of <0> 1.96. This indicates that celebrity endorsement has a favorable and considerable impact on brand image.This indicates that H1 is approved. Table 4 shows the direct influence of celebrity endorsement on brand image (19). We may infer that the association between celebrity endorsement and brand image has a direct effect of 0.599, or 59.9%; (2) Hypothesis 2: Celebrity endorsement has a positive and large impact on purchasing intention. Table 4.18 indicates the association between celebrity endorsement and purchasing intention (p-value <0> 1.96 / 1.982). This suggests that celebrity endorsements have a favorable and considerable impact on purchasing intent. This indicates that H2 is approved. Table 4.19 shows the direct influence of celebrity endorsement on purchase intention. It may be inferred that celebrity endorsement has a direct impact on purchase intention of 0.192% and 19.2%, respectively; and (3) H3: According to Table 4.18, the association between brand image and buy intention has a p-value of <0> 1.96 (7.276). This indicates that brand image has a favorable and considerable impact on purchase intention.This indicates that H3 is approved. Figure 4.19 depicts the extent of the impact of brand image on purchase intention. We may infer that the association between brand image and buy intention has a direct effect of 1.192% and 192%, respectively.

Discussion

The test results show that celebrity endorsement has a positive and significant effect on brand image with a significance of *** and t-values (CR) of 6.759. And the relationship

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between customer satisfaction and customer trust has a direct effect of 0.817. This is in accordance with the results of research conducted by Masato (2021) Hidayatullah and Digantara (2018) Stating that celebrity endorsement is the most important part of the purchase intention strategy, the purpose of using celebrity endorsement so that the image of the celebrity used attracts consumers to increase purchase intention. So it can be concluded that the first hypothesis which states that the celebrity endorsement variable can positively and significantly influence the brand image of Erigo products or H1 can be accepted.

The test results show that celebrity endorsement has a positive and significant effect on purchase intention with significance *** and t-values (CR) of 8.303. And the relationship between customer satisfaction and customer trust has a direct effect of 0.777. This is in accordance with the results of research conducted by Takaya (2017) and Megayani and Marlina (2019) regarding the positive and significant influence of celebrity endorsement on brand image. This is because a good celebrity image in the eyes of the public will affect people's perceptions of the image of the company. This means that the better and more attractive the actor or public figure featured in the celebrity endorsement, the more likely it is to improve the promoted brand image. So it can be concluded that the second hypothesis which states that the celebrity endorsement variable can affect the purchase intention of Erigo products positively and significantly or H2 can be accepted.

The test results show that brand image has a positive and significant effect on purchase intention with a significance of *** and t-values (CR) of 3.110. And the relationship between customer satisfaction and customer trust has a direct effect of 0.342. This is in accordance with the results of research conducted by Wajdi et al. (2020) Tariq et al. (2018) a strong brand image can lead to higher purchase intention from consumers. Due to brand image activities that are entertaining, interactive, and widely shared by followers, resulting in a better relationship between the organization and its customers. In addition, in the company-consumer relationship, every interaction between the company and its consumers becomes a brand image shaper. Consumers tend to choose products with a good company brand image compared to a low brand image. So it can be concluded that the third hypothesis which states that the brand image variable can positively and significantly influence the purchase intention of Erigo products or H3 can be accepted.

CONCLUSION AND RECOMMENDATION
Conclusion

Based on the results of data analysis and discussion, researchers obtained conclusions that can be drawn from research on the influence of Celebrity Endorsement, Brand Image on Purchase Intention of fashion brands in e-commerce as follows: (1) The results of the study show that celebrity endorsement has a positive and significant effect on the brand image of Erigo products. Celebrities who are used as endorsements for Erigo Apparel products are able to create perceptions of value in the minds of consumers. The better the celebrity in marketing Erigo Apparel products, the better the image of Erigo Apparel; (2) The results of the study show that celebrity endorsement has a positive and significant effect on purchase intention for Erigo products. Celebrities who become endorsements on Erigo Apparel products are able to encourage consumers to buy products with their promotional abilities. The characteristics that a celebrity has in advertising a product can attract the attention of consumers, especially consumers who are followers of the celebrity. The stronger the celebrity's characteristics in promoting Erigo Apparel products, the higher the consumer's intention to buy Erigo products; and (3) The results of the study show that brand image has a positive and significant effect on purchase intention for Erigo products. Brand image is an important thing in purchase intention. With the formation of a good Erigo Apparel image, positive perceptions of the Erigo Apparel brand will be created. Erigo Apparel itself is now well known by its consumers. The better the

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Erigo Apparel brand image in consumer perceptions, the higher the consumer's intention to buy Erigo Apparel products.

Recommendation

Based on the direct experience of researchers who experienced themselves in this research process, there are several limitations experienced by researchers as follows: (1) The factors that influence the purchase intention of fashion brands in e-commerce in this study only use two variables, namely celebrity endorsement and brand image. There are other variables that can affect purchase intention; (2) The study used purposive sampling with the selection of respondent characteristics in accordance with the provisions, so that only 200 respondents were obtained; and (3) Likewise, research sources have limited access and are often only available from journals and books that can be accessed online. Based on this limitation and the study results, further research can use other variables that can influence purchase intention, purchase intention such as e-commerce delivery and security assurance, availability, ease of use, and accessibility and so on. Research can be developed by creating different research models, samples of more than 200 respondents, and selecting different respondent characteristics so that research can obtain broader results from various other possibilities. Further research can be deepened with more accurate and up-to-date data or reference sources from other sources.

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