

**INFLUENCE OF CELEBRITY ENDORSER AND BRAND IMAGE  
ON PURCHASE DECISION OF ERIGO PRODUCTS  
(Study on Erigo consumers in Medan City)**

Altair Nikolas Tarigan<sup>1\*</sup>, Posma Lumban Raja<sup>2</sup>

<sup>1,2</sup> Business Administration Study Program, Faculty of Social and Political Sciences,  
Universitas Sumatra Utara

E-mail: <sup>1)</sup> [altatarigan09@gmail.com](mailto:altatarigan09@gmail.com), <sup>2)</sup> [posmalr@yahoo.com](mailto:posmalr@yahoo.com)

**Abstract**

*This research aims to determine how the effect of celebrity endorser on purchasing decisions, how the effect of brand image on purchasing decisions, as well as the effect of Celebrity endorser and brand image on the purchasing decisions of Erigo consumers in Medan City. This research uses a quantitative type of research with an associative approach. Sampling using purposive sampling technique using 100 respondents as a research sample. Primary Data in this study were obtained from distributing questionnaires through google form, and secondary data were obtained through library studies. The analysis method used is validity test, classical assumption test, reliability test, multiple linear regression analysis and hypothesis test. The results showed that Celebrity endorser and brand images have a positive and significant effect on purchasing decisions. Based on the results of the determination test, the results were obtained that the value of the correlation coefficient ( $R^2$ ) was 0.890 (89%), where the value of this correlation coefficient showed that the relationship between celebrity endorsers and brand image to purchasing decisions was quite strong. The value of R Square or the value of the coefficient of determination shows that the purchase decision variable of 79.1% can be explained by the Celebrity endorser and brand image variables, while the remaining 20.9% is influenced by other variables beyond this study.*

**Keywords:** Brand Image, Celebrity Endorser, Purchase Decision

## 1. INTRODUCTION

The clothing business is one of the most popular businesses in the era of globalization. More and more people are realizing the importance of fashion. The need for clothing is the number one need for everyone. Clothing also plays an important role for humans, because the clothes we wear can increase self-confidence. The clothing business is currently growing, especially in Indonesia, as evidenced by the increasing number of e-commerce stores (stores) that sell all types of clothing. with development. fashion in the era of globalization, competition for benefits from consumers and services will also be fiercer (Febriyanti & Wahyuati, 2016).

The massive use of digital marketing and the use of celebgram figures, influencers/public figures and business actors can build brands in the minds of consumers that can influence purchasing decisions. In digital marketing to date, it is indeed the most effective way to help boost business existence. Two ways that are generally used are celebrity endorsers and brand ambassadors (Rantanen, 2017; Schouten et al., 2020). These two methods have the same basic concept, namely using the influence of famous figures with large masses to help promote and convey the value of a brand. Brand

ambassadors are usually chosen based on self-image in the community, and the selection of brand ambassadors is suitable to represent a brand, generally brand ambassadors have a long period of time while celebrity endorsers are based on image and followers on social media and have a short period of time (Jannah et al., 2020; Mubarak, 2018; Rangkuti, 2015).

Intense competition in the clothing line industry has created a growing number of players in the clothing line industry. Many new local clothing brands come with good quality and affordable prices. Along with the development of fashion in Indonesia, it is not surprising that the local clothing industry is growing. One of them is Erigo, a local brand that is currently phenomenal. The product is very much discussed on social media. Erigo is a local Indonesian product that was founded on November 28, 2010 which started with the name Selected and Go. In 2011 Erigo was founded by Muhammad Saddam whose market orientation is on millennials who have travel needs. The concept was first offered by Erigo, namely traveling style, so the target Erigo is aiming for is millennials, in 2015, Erigo re-branded and made a profit of up to 22 billion rupiah. One of the re-branding methods used is to collaborate with one of the influencers, celebrities in Indonesia.

The development of internet users in Indonesia has given rise to the latest phenomenon in promoting various products on social media, especially Instagram, with the proliferation of online shops people use it as a means of promotion to sell products through Instagram promotions by celebgram, Influencer. This is not surprising because the online shop openly compete for followers and likes Instagram, because more and more people with online shop lovers on Instagram.

**Table 1. Number of Instagram Followers of Local Fashion Products**

No	Name	Instagram Followers
1	Erigo	2.400.000
2	3 Second	1.100.000
3	Thanksinsomnia	700.000
4	Livehaf	709.000
5	BerryBenka	784.000
6	Ouval Research	460.000
7	Sant.ai	214.000

Source: Instagram, 2022

Table 1 shows a list of Instagram followers of several brands *fashion* local in Indonesia. Among other local brands, Erigo ranks first in terms of the number of followers on Instagram, which is 2,4 million followers. This achievement cannot be separated from the marketing strategy what Erigo did to make his name known to the public. Erigo collaborated with the Thanks insomnia brand and managed to break the MURI (Indonesian Record Museum) record with the most online t-shirt sales, where in less than an hour 1.500 t-shirts were sold out.

Erigo does the marketing strategy who use celebrity endorsers to be able to compete with other brands and can also influence purchasing decisions for erigo products. According to (Kotler & Keller, 2012) celebrity endorser is a marketing strategy using the use of resource persons as attractive figures and is expected to influence consumer

attitudes and behavior towards the supported product. Celebrity endorsers usually do endorsements through social media such as Instagram, Youtube and so on. One of the influencers/public figures chosen by Erigo as an endorser is Arief Muhammad.

Arief Muhammad is a very famous writer, blogger, celebrity and youtuber in the millennial generation. Arief Muhammad has an engagement of 1.58% and has social media such as Instagram which has 5,4 million followers and Youtube with 3,2 million followers (analisa.io 2022). According to (influencer101.id, 2021) a good engagement rate ranges from 2%-3,5%. So the better the engagement rate, the better the quality of the celebrity endorser account, because it can provide good feedback from the audience. based on Arief Muhammad's engagement rate, it is still not good, so this affects consumer confidence in the brand image and will be a consideration for consumers to make purchases on Erigo products.

Another factor that can also influence purchasing decisions is brand image. According to Shimp et al. (in Sangadji & Sopiah, 2013) brand image can be defined as the type of association that appears in the minds of consumers when remembering a particular brand. Image relates to attitudes in the form of beliefs and preferences for a brand. Companies that have a positive and good image will be more likely to allow consumers to decide to purchase a product (Gultom et al., 2022). Erigo managed to take part in New York Fashion Week The Show Spring/Summer 2022 by introducing its new product Erigo X last September 2021. This makes Erigo's image increase and is known to the people of Indonesia and abroad. When consumers know a product they will pay more attention or take into account who has used the product and pay attention to the brand first. But in reality, Erigo still has a bad image for some people, especially young people, because Erigo often oversells their products, creating a paradigm for "Mainstream" erigo products.

Because the purpose of marketing is to meet one's needs and wants, therefore the more diverse these needs and wants, companies must understand in understanding the needs and desires of their consumers through the products being marketed. so normatively, in addition to celebrity endorsers who can influence purchasing decisions, there is also the influence of brand image. the influence of brand image will affect purchasing decisions, the better the brand image owned by a company, the consumers will be more interested in the products and services offered. Based on the above background, the researchers are interested in studying and researching in the form of research with the title "The influence of celebrity endorsers and brand image on purchasing decisions on Erigo Products in Medan City (Study on Erigo Consumers in Medan City)"

## **2. LITERATURE REVIEW**

### **2.1. Marketing**

According to Armstrong (2018) states that marketing engages customers and manages profitable customer relationships. The dual purpose of marketing is to attract new customers by promising superior value and to retain and grow current customers by delivering value and satisfaction. In general, marketing is an important thing for companies in running a business, where companies deliver goods and services produced by the company and then produce offers that are of value to consumers and create profits for the company, so that the company makes a profit.

## **2.2. Consumer Behavior**

According to understanding Kotler & Keller (2016) "consumer buying behavior refers to the buying behavior of individual end consumers and households who buy goods and services for personal consumption". The company's success in marketing needs to be supported by a good understanding of consumer behavior, because by understanding consumer behavior the company can design what consumers want. Meanwhile, according to Mowen and Minor (in Sangadji & Sopiah, 2013), consumer behavior is the study of the units and decision-making processes involved in receiving, using and purchasing, and determining goods, services and ideas.

## **2.3. Digital Marketing**

According to Chaffey & Ellis-Chadwick (2019) digital marketing is an application of the internet and is related to digital technology which is related to traditional communication in achieving marketing goals. This can be achieved to increase knowledge about consumers such as profiles, behavior, values, and loyalty levels, then integrate targeted communications and online services according to each individual's needs. Meanwhile, according to Philip & Kevin (2016) digital marketing is a company's form of business in marketing its products and services and building relationships with customers via the internet. Digital marketing can increase performance and profits.

## **2.4. Celebrity Endorsers**

According to Shimp (2017), celebrity endorsers are television stars, film actors, famous athletes and even deceased people are widely used to endorse brands. Shimp also argues that celebrity endorsers are using artists as advertising stars in media, ranging from print media, social media, and television media. In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, elegance, strength, and sexual attractiveness which often represent the attractiveness desired by the brands they advertise. The selection of celebrity endorsers in advertising has been commonly done by companies to attract market interest.

The selection of indicators is based on the factors in the selection of celebrity endorsers (Shimp, 2017) uses the acronym TEARS to represent five indicators that contribute to the effectiveness of celebrity endorsers, namely: Trustworthiness; Expertise; Attractiveness; Respect; and Similarity.

## **2.5. Brand Image**

According to Philip & Kevin (2016), brand image is perception and beliefs made by consumers, as reflected in the associations that occur in consumers' memories. *Brand image* are assumptions that arise from various information, beliefs, ideas, and impressions received by users on a particular product or service. Companies that have a positive and good image will be more likely to allow consumers to decide to buy a product.

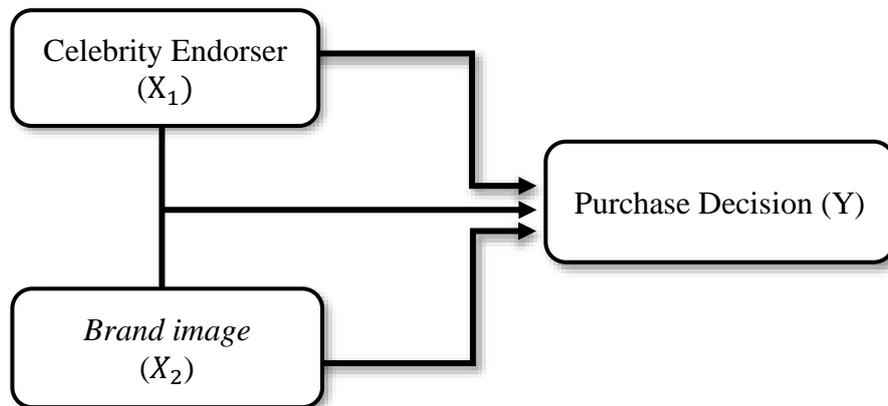
Brand image has several indicators that give the brand image. According to Freddy Rangkuti in Rusmana & Mulyana (2021) brand image indicators include: Recognition; Reputation; Affinity; and Loyalty.

## 2.6. Purchase Decision

According to Natalia & Mulyana in Setiawati & Lumbantobing (2017) states that "purchase decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. From the statements of the experts above, it can be concluded that purchasing decisions are a process of a consumer in making purchasing decisions by evaluating products to making purchases of goods or services.

According to Kotler & Keller (2016) mentions that there are several processes carried out in the context of purchasing actions, namely: Recognizing Needs; Information search; Alternative Evaluation; Purchase Decision ;and Post-purchase behavior.

## 2.7. Framework of Thinking



**Figure 1. Framework of Thinking**

## 2.8. Hypothesis

Based on the above understanding, the hypothesis in the study is formulated as follows:

Ha1: Celebrity endorsers have a significant effect on purchasing decisions for Erigo consumers in Medan City.

H01: Celebrity endorsers have no significant effect on purchasing decisions for Erigo consumers in Medan City.

Ha2: Brand image have a significant effect on purchasing decisions on Erigo consumers in Medan City.

H02: Brand image does not have a significant effect on purchasing decisions on Erigo consumers in Medan City.

Ha3: Celebrity endorser and brand image together have a significant effect on purchasing decisions of Erigo consumers in Medan City.

H03: Celebrity endorser and Brand Image together have no significant effect on purchasing decisions on Erigo consumers in Medan City.

### **3. RESEARCH METHODS**

The form of research used in this research is quantitative research with an associative approach. (Sugiyono, 2016) this research was conducted in the city of Medan to consumers of Erigo in the city of Medan, by providing a questionnaire by distributing questionnaires through the google form. This research was conducted from April 2022 to June 2022. This research was conducted in the metropolitan city of Medan, the city of Medan is the capital city of North Sumatra Province is the most important city in the eastern part of the island of Sumatra. Administratively, the city of Medan covers 21 sub-districts, specifically Medan Tuntungan District, Medan Johor District, Medan Amplas District, Medan Denai District, Medan Area District, Medan City District, Medan Maimun District, Medan Polonia District, Medan Baru District, Medan Selayang District, District Medan Sunggal, Medan Helvetia District, Medan Petisah District, West Medan District, East Medan District, Medan Perjuangan District, Medan Tembung District, Medan Deli District, Medan Labuhan District, Medan Marelan District, and Medan Belawan District.

The population in this study are all Erigo consumers who have purchased Erigo products in Medan City. The sampling technique used in this study is a non-probability sampling technique, which does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2017). The sampling method used purposive sampling, namely the determination of the sample based on certain criteria. The sample criteria set by the researcher are:

- 1) Minimum Age 17 Years
- 2) Have ever purchased an Erigo product.
- 3) Have seen Arief Muhammad promoting Erigo products.

This study uses the Cochran formula. The normal curve value in the predetermined deviation is 5%, the confidence level is 95% so that the  $Z = 1.96$  value is obtained, the error estimate is determined as much as 10%. Meanwhile, the probability of the questionnaire being correct or accepted is 0.50 and the error or error is  $1 - 0.50 = 0.50$ . Thus, the sample in this study was drawn as many as 96 people, but the researchers decided to round up to 100 respondents to make it easier to calculate Erigo consumers in Medan City. The variable measurement scale in this study uses a Likert scale. The data analysis technique in this study was processed using SPSS (Statistical Packages for the Social Science) 25.0.

#### 4. RESULTS AND DISCUSSION

##### 4.1. Research Results

##### 4.1.1. Descriptive Statistics

**Table 2. Characteristics of Respondents**

Indicator		Amount	Percentage
<b>Gender</b>	Man	55	55%
	Woman	45	45%
<b>Work</b>	Student/Student	83	79%
	Employee	8	0%
	Self-employed	0	10%
	Other	9	10%
<b>Monthly Income / Monthly Pocket</b>	< Rp1.000.000	51	51%
	Rp1.000.000 – Rp2.000.000	33	33%
	Rp2.000.000 – Rp4.000.000	11	11%
	> Rp4.000.000	5	5%
<b>Residence</b>	Medan City	16	16%
	Medan Sunggal	5	5%
	Medan Johor	6	6%
	Medan Amplas	6	6%
	Medan Polonia	3	3%
	Medan Tembung	7	7%
	Medan Selayang	18	18%
	Medan Area	-	-
	West Medan	1	1%
	Medan Baru	18	18%
	Medan Belawan	-	-
	Medan Deli	1	1%
	Medan Denai	-	-
	Medan Helvetia	-	-
	Medan Labuhan	1	1%
	Medan Maimun	2	2%
	Medan Marelان	1	1%
	Medan Perjuangan	5	5%
	Medan Petisah	1	1%
	Medan Tuntungan	5	5%
East Medan	3	3%	

Based on table 2, it can be concluded that the majority of Go-Jek service users are women. Based on gender, it can be seen that the majority of users of Erigo products are male. Based on gender, it can be seen that there are more male respondents, namely 55 respondents compared to female respondents, namely 45 respondents. The majority of respondents in this study were male, this indicates that erigo consumers are more attractive to men than women. Based on job indicators that the majority of respondents are students as many as 83 people with a percentage of 83%. This is because students are usually still in their teens where they always follow the times or the latest trends that affect their appearance and can increase their confidence. The majority of respondents as many as 18 people with a percentage of 18% came from the cities of Medan Selayang and Medan Baru, 16 people with a percentage of 16% came from Medan city, and the

smallest came from Medan Barat, Deli, Labuhan, Marelan, Petisah as many as 1 person with a percentage 1%. In this study, there were 4 sub-districts that were not reached by researchers in distributing questionnaires. Therefore, the researcher assumes that the new Medan Selayang and Medan Baru are dominated by Erigo consumers.

#### 4.1.2. Validity Test

Validity test is one of the instrument tests used to determine whether a questionnaire is valid or not. If the value of  $r_{\text{statistic}} > r_{\text{table}}$ , then the statement is declared valid. The value of  $r_{\text{table}}$  at  $\alpha = 0,05$  with degrees of freedom  $df = n-2 = 100$  in the two-way test is 0,196. The results of the validity test can be seen in the following table.

**Table 3. Validity Test Result**

Variable	Indicator	$r_{\text{statistic}}$	$r_{\text{table}}$	Information
Celebrity Edorser (X1)	1	0.690	0,196	Valid
	2	0.686		Valid
	3	0.683		Valid
	4	0.644		Valid
	5	0.777		Valid
	6	0.768		Valid
	7	0.779		Valid
	8	0.738		Valid
	9	0.792		Valid
	10	0.785		Valid
	11	0.764		Valid
	12	0.641		Valid
Brand Image (X2)	1	0.702	0,196	Valid
	2	0.745		Valid
	3	0.707		Valid
	4	0.728		Valid
	5	0.686		Valid
	6	0.651		Valid
	7	0.734		Valid
	8	0.762		Valid
	9	0.836		Valid
	10	0.775		Valid
	11	0.830		Valid
	12	0.826		Valid
Purchase Decision (Y)	1	0.693	0,196	Valid
	2	0.759		Valid
	3	0.725		Valid
	4	0.625		Valid
	5	0.707		Valid
	6	0.729		Valid
	7	0.770		Valid
	8	0.770		Valid
	9	0.760		Valid
	10	0.792		Valid

	11	0.836	Valid
	12	0.804	Valid

Source: Primary Data Processing Results (2022)

Table 3. shows that of the twelve (12) questionnaire statement items for the Celebrity endorser variable indicator (X1) all questionnaire statement items are declared valid because  $r_{\text{statistic}} > r_{\text{table}}$  0,196. (X1) is declared valid and is worthy of being used as a measurement of research variables. All of the items in the Brand Image variable statement (X2) have an  $r_{\text{statistic}}$  value greater than  $r_{\text{table}}$ , which is 0.196. Based on this, it can be concluded that the 12 statement items on the variable from Price (X2) are declared valid and are worthy of being used as measurements of research variables. From the statement item, the Purchasing Decision variable (Y) has a value of  $r_{\text{statistic}}$  greater than  $r_{\text{table}}$ , which is 0,196. Based on this, it can be concluded that the 12 statement items on the variable from the Purchase Decision (Y) are declared valid and are worthy of being used as measurements of research variables.

#### 4.1.3. Reliability Test

Reliability test is an instrument test that serves to show the extent to which the measuring instrument (questionnaire) can be trusted and relied on. If the variable under study has Cronbach's Alpha more than 0.60 then the variable is declared reliable.

**Table 4. Reliability Test Result**

Variable	Reliability Statistics	
	Cronbach's Alpha	N of Items
Celebrity endorsers	0.919	12
Brand Image	0.926	12
Purchase Decision	0.928	12

Source: Primary Data Processing Results (2022)

Based on table 4, it can be seen that the reliability coefficient of the Celebrity endorser variable (X1) is 0,919, which means that this research instrument is declared reliable and deserves to be used as a variable in the measurement of this study. The reliability coefficient of the Brand Image (X2) variable is 0.926, which means that this research instrument is declared reliable and worthy of being used as a variable in the measurement of this study. The reliability coefficient of the Purchase Decision (Y) variable is 0,928, which means that this research instrument is declared reliable and worthy of being used as a variable in the measurement of this study.

#### 4.1.4. Classic Assumption Test

##### 1) Normality Test

Kolmogorov-Smirnov test if a variable is not normally distributed, the statistical test results will decrease. A data is said to be normal if the significant value is  $> 0,5$  and if the significant value is  $< 0,5$  then the data is said to be abnormal. The following are the results of the normality test used with a statistical approach using Statistics Software.

**Table 5. Kolmogorov-Smirnov . Normality Test Results**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters, b	mean	.0000000
	Std. Deviation	1677303.501
Most Extreme Differences	Absolute	.073
	Positive	.073
	negative	-.040
Test Statistics		.073
asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction. d. This is a lower bound of the true significance.		

Source: Primary Data Processing Results (2022)

Based on table 5, it can be seen that the significant value for kolmogrov-smirnov is 0,200. Where the provision value of asymp.sig on the Kolmogrov-Smirnov test is greater than 0,05, it can be concluded that the residual value is standardized, normally distributed and meets the assumptions of the normality test.

2) Multicollinearity Test

To test multicollinearity, it is done using the Tolerance and VIF (Variance Inflation Factor) methods for each independent variable.

**Table 6. Multicollinearity Test Results**

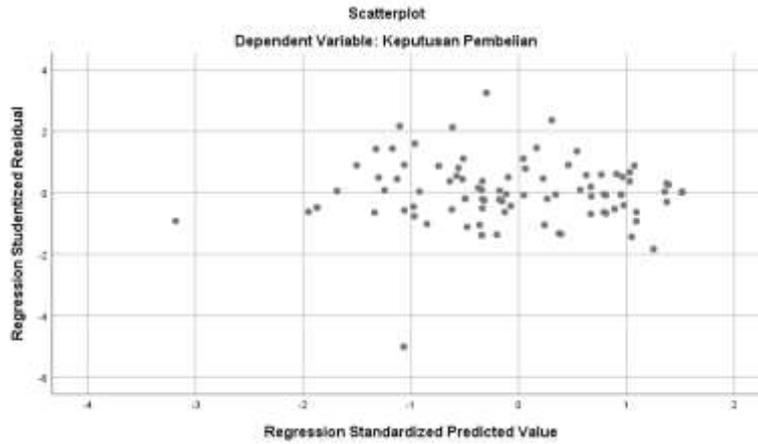
Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,098	2,431		1,686	,095		
	Celebrity endorsers	,404	,082	,396	4,911	,000	,331	3,023
	Brand image	,526	0,079	,536	6,648	,000	,331	3,023
a. Dependent Variable: Purchase Decision								

Source: Primary Data Processing Results (2022)

Based on table 6, the Celebrity endorser variable obtained a tolerance value of 0,331 and Brand image with a tolerance value of 0,331 where this value is greater than  $> 0,10$ . also Brand image of 3,023 where this value is smaller than 10 so that it can be said that there are no symptoms of multicollinearity. So it can be concluded that there is no multicollinearity between the independent variables.

3) Heteroscedasticity Test

Heteroscedasticity test aims to determine whether the absolute residual variation is the same or not the same for all observations. A good regression model is that there is no symptom of heteroscedasticity.



Source: Primary Data Processing Results (2022)

**Figure 2. Heteroscedasticity Test Result**

Based on Figure 2, it can be seen that the points spread above zero and below zero and do not form a certain pattern, and the random distribution does not collect above or below, so we can conclude that the characteristics are fulfilled so that in the regression model the influence Celebrity endorser (X1) and Brand image (X2), towards Purchase Decision (Y) there is no heteroscedasticity problem.

**4.1.5. Multiple Linear Regression Analysis**

Multiple linear regression analysis was used to test the hypothesis between the influence of two independent variables, namely celebrity endorser (X1) and brand image (X2) on the dependent variable, namely purchase decision (Y). Multiple linear regression model can be said to be a good model if it meets the assumption of normality and is free from symptoms of classical assumptions such as multicollinearity, heteroscedasticity.

**Table 7. Multiple Linear Regression Test Results**

<i>Coefficients<sup>a</sup></i>						
<i>Model</i>		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	4,098	2,431		1,686	,095
	<i>Celebrity endorsers</i>	.404	.082		4,911	.000
	<i>Brand Image</i>	.526	.079	.396	6,648	.000

a. Dependent Variable: Purchase Decision

Source: Primary Data Processing Results (2022)

Based on the results of the regression test above, the multiple linear regression analysis model used in this study can be formulated as:

$$Y = 4,098 + 0,404X_1 + 0,526X_2$$

In the regression equation can be concluded:

- a) The constant value is 4,098, this shows the independent variable Celebrity endorser (X1) and Brand image (X2) the value is zero, then the value of consumer purchasing decisions on Erigo products will remain at 4,098
- b) The regression coefficient for Celebrity endorser (X1) is 0,404, this shows that every increase in the X1 variable is 1 (unit), with the assumption that the Celebrity endorser variable and constant constant, the consumer's Purchase Decision on Erigo products has increased by 0,404. it shows that the X1 variable contributes positively to consumer purchasing decisions.
- c) The brand image regression coefficient (X1) is 0,526, this shows that every increase in the X1 variable is 1 (unit), with the assumption that the brand image variable and the constant are constant, the consumer's purchase decision on Erigo products has increased by 0,526. it shows that the X2 variable contributes positively to consumer purchasing decisions

#### 4.1.6. Simultaneous Test (F Test)

**Table 8. Simultaneous Test Results (Test F)**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4305.710	2	2152.855	183.982	.000b
	Residual	1135.040	97	11.701		
	Total	5440.750	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Celebrity endorser, Brand image						

Source: Primary Data Processing Results (2022)

Based on the results in table 8 above from the results of data processing, it can be seen that the Fstatistic value obtained is 183,982, which means the Fstatistic value is greater than the Ftable value, which is  $183,982 > 3,09$  or based on the sig value, which is  $0,000 < 0,05$ . So it can be stated that Ha3 is accepted, which means that Celebrity and brand image simultaneously have a significant and positive effect on consumer purchasing decisions.

**4.1.7. Coefficient of Determination Test ( $R^2$ )**

The Determination Test aims to find out what percentage of the influence given by the independent variable namely Celebrity endorser (X1) and brand image (X2) simultaneously on the dependent variable (bound) namely purchase decision (Y). The results of the Determinant Test ( $R^2$ ) are as follows :

**Table 9. Coefficient of Determination Test Results ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,890 <sup>a</sup>	,791	,787	3.42074

a. Predictors: (Constant), Celebrrity endorser, Brand Image  
 b. Dependent Variable: Purchase Decision

Source: Primary Data Processing Results (2022)

Based on table 9, it can be seen that the R value is 0,890, which means that the relationship between Celebrity endorser variables (X1) and Brand image (X2) is related to purchasing decisions (Y) by 89%. This means that there is a strong relationship between variables. The value of R square is 0,791, this means that 79,1% of Erigo consumer purchasing decisions in Medan can be influenced by Celebrity endorsers (X1) and Brand image (X2). While the remaining 20,9% is influenced by other variables that are not explained in this study.

**4.2. Discussion**

**4.2.1. The Influence of Celebrity Endorsers on Purchase Decisions**

Based on the results of the T-test data in table 7, the results obtained are  $4,911 > t_{table} 1,984$  and the significant value of the Celebrity endorser variable (X1) is  $sig$  of  $0,000 < 0,05$ , then  $H_{a1}$  is accepted. So it can be concluded that the Celebrity endorser variable (X1) has a significant and positive effect on purchasing decisions (Y). So that the hypothesis proposed by the researcher, namely  $H_{a1}$  is accepted. The proof that  $H_{a1}$  was accepted in this study was due to the results of calculating the number of respondents' responses to statements regarding the Celebrity endorser variable which was measured by 5 indicators, namely trustworthy, expertise, physical attractiveness, respect and similarity.

In the first indicator, namely *trustworthy* the dominant respondent answered the statement strongly agree and agree, 87% of respondents answered strongly agree and agree that Arief Muhammad can be trusted in promoting and honest in promoting Erigo products so that consumers are interested in buying Erigo products. The second indicator is expertise, that 79% of respondents answered strongly agree and agree that Arief Muhammad has broad insight in promoting Erigo products. This fact can be proven by the way Arief Muhammad several times in making creative marketing strategies. The third indicator is physical attractiveness, that 81% of respondents answered strongly agree and agree that Arief Muhammad has an attractive appearance and is favored by millennials. This is because Arief Muhammad's lifestyle and personality are very attractive to millennials. The fourth indicator is respect, that 83% of respondents answered strongly agree and agree that Arief Muhammad has good ethics in society. This can be proven by Arief Muhammad, who often shares that one of the trends created and followed by artists and celebrities is the *ikoy-ikoyan* trend. On the fifth indicator, namely similarity, that 86%

of respondents answered strongly agree and agree that Arief Muhammad as the Brand Endorser Erigo has age compatibility with the product being supported.

The results of this study support previous research conducted Winarsih et al. (2022) entitled "*Keputusan Pembelian Ditinjau Dari Brand image, Desain Produk dan Celebrity endorser( Studi penggunaan Erigo Di Surakarta)*". This study shows that brand image, product design and celebrity endorser have a simultaneous effect on purchasing decisions (Erigo users in Surakarta). It is shown that the f test results are tstatistic  $52,293 > 2,70$  and sig  $0,000 < 0,05$ . This means that the Celebrity endorser variable has a positive and significant effect on purchasing decisions.

#### **4.2.2. Influence of Brand Image on Purchase Decision**

Based on the results of the T-test data on the brand image variable, the results obtained are  $4,911 > t_{table} 1,984$  and the significant value of the brand image variable (X2) is Sig of  $0.000 < 0.05$ , then Ha1 is accepted. So it can be concluded that the brand image variable (X2) has a significant and positive effect on purchasing decisions (Y). So that the hypothesis proposed by the researcher, namely Ha2 is accepted. It is proven that Ha2 is accepted in this study because the results of calculating the number of respondents' responses to statements regarding brand image variables are measured through 4 indicators, namely recognition, reputation, affinity (attractiveness), brand.

In the first indicator, namely introduction, 66% of respondents answered strongly agree and agree that I often buy various Erigo products because I know the products well. That is, before making a purchase decision, Erigo consumers in the city of Medan first know or know what products they will buy. This is in line with the second indicator, namely reputation, that 82% of respondents answered strongly agree and agree that Erigo Products are well known in the community. Products with well-known brands will be more often in demand by consumers.

The third indicator is affinity (attractiveness), 87% of respondents answered strongly agree and agree that Erigo has many product variations. That is, the attractiveness of a product makes consumers to make purchasing decisions, for example Erigo has many product variations so that consumers are curious about these products and then make repeat purchase decisions. This is in line with the fourth indicator, namely brand loyalty. 86% of respondents who answered strongly agree and agree that I am satisfied using Erigo products. Erigo's attractiveness and good quality make consumers loyal to use this product and make repeat purchases.

This study also strengthens the results of previous research conducted by Novitasari (2021) with the title "*Pengaruh Social Media Marketing, Celebrity endorser, Harga, dan Brand image Terhadap Minat Beli Produk Fashion (Studi Empiris Pada Brand Fashion Erigo)*". Which is where the t test results show that brand image has a positive effect on buying interest where the tstatistic value is  $3,405 > 1,983$  with a significance value of  $0,001 < 0,05$ . Which means that the brand image has a positive and significant effect.

#### **4.2.3. Influence of Celebrity Endorser and Brand Image on Purchase Decision**

Based on the results of the simultaneous significant test (F test) obtained  $F_{\text{statistic}} 183,982 > F_{\text{table}} 3,09$  with a significant level of  $0,000 < 0,05$ . This shows that Celebrity endorser and Brand Image simultaneously have a significant and positive effect on Purchase Decisions. So that the hypothesis in this study, namely  $H_{a3}$  is accepted. The results of data processing show that the R value is 0,890, where this coefficient value shows the influence between Celebrity endorsers and Brand image of 89% on Purchase Decisions, which means it is quite close because if the R value is closer to 1 (one), the better the model is used. The Adjusted R Square value or the coefficient of determination above shows that the Celebrity endorser and Brand image variables can explain the Purchase Decision variable of 78,7%, While the rest of 22,3% is influenced by other variables not described in this study it can be concluded that the celebrity endorser and brand image variable affects together to the decision of purchasing Erigo products.

This research also discover similar result with research carried by Pratama (2019) with a research entitled "*Analisis Celebrity Edorser Dan Citra Merek Terhadap Keputusan Pembelian Konsumen Merek Erigo Di Jakarta Utara*". The results also show that celebrity endorser and brand image have a significant effect on purchasing decisions.

## **5. CONCLUSION**

Based on the results of the study, it can be concluded that the Celebrity endorser variable (X1) has a positive and partially significant effect on purchasing decisions (Y). This proves that Celebrity endorsers influence purchasing decisions for Erigo products in Medan City. Likewise, brand image variable (X2) has a positive and partially significant effect on Purchase Decision (Y). This proves that brand image affects Purchase Erigo products in Medan City. Lastly, celebrity endorsers (X1) and Brand image (X2), have a simultaneous effect on Purchase Decision (Y). This is evidenced by the results simultaneous test (F test),  $F_{\text{statistic}}$  obtained is 183.982 which means the value of  $F_{\text{statistic}}$  is greater than the value of  $F_{\text{table}}$ , is  $183.982 > 3,09$  or based on the Sig value which is  $0,000 < 0,05$ .

Based on the results of the research that has been done, we suggest that Erigo is advised to maintain and increase the use of Celebrity in conveying information about Erigo products in order to continue to increase consumer confidence in Erigo, because this has a dominant influence in influencing the Purchase Decision Structure, including by considering celebrity lifestyles, appearance physique of a celebrity and celebrity personality that is considered attractive by consumers. Further, it is recommended that Erigo continue to innovate in creating new variants that are adapted to the times and trends and maintain the quality of Erigo products to maintain brand image, because brand image is one of the benchmarks for consumers in deciding purchases so that Erigo consumers continue to use the Erigo product.

## REFERENCES

- Amstrong, K. (2018). Prinsip-Prinsip Pemasaran jilid 1 dan 2 edisi 12. *Jakarta: Erlangga.*
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: strategy, implementation & practice.* Pearson uk.
- Febriyanti, R. S., & Wahyuati, A. (2016). Pengaruh Celebrity Endorser dan Brand Image terhadap Keputusan Pembelian Melalui Minat Beli. *Jurnal Ilmu Dan Riset Manajemen (JIRM)*, 5(5).
- Gultom, M. D., Adlina, H., & Siregar, O. M. (2022). The Influence Of Electronic Word Of Mouth And Brand Image On The Purchase Decision Of Video On Demand Netflix Subscription:(Study on Netflix Users in Medan City). *JOURNAL OF HUMANITIES, SOCIAL SCIENCES AND BUSINESS (JHSSB)*, 2(1), 122–127.
- Jannah, U. M., Rafidah, R., & Hafiz, A. P. (2020). *Pengaruh Brand Image Dan Celebrity Endorse Terhadap Keputusan Pembelian Produk Rabbani Pada Mahasiswa FEBI UIN STS Jambi.* UIN Sulthan Thaha Saifuddin Jambi.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*, Edisi 13. *Jakarta: Erlangga*, 14.
- Mubarak, N. (2018). *Pengaruh Celebrity Endorser Pada Media Sosial Instagram Terhadap Keputusan Pembelian (Survei Online pada Konsumen Produk Erigo Jakarta melalui Instagram).* Universitas Brawijaya.
- Novitasari, N. (2021). *Pengaruh Sosial Media Marketing, Celebrity Endorser, Harga, dan Brand Image Terhadap Minat Beli Produk fashion (Studi Empiris Pada Brand Fashion Erigo).* Skripsi, Universitas Muhammadiyah Magelang.
- Philip, K., & Kevin, K. (2016). *Manajemen Pemasaran Edisi 12. Jilid Pertama dan Kedua.* Jakarta: PT. Indeks.
- Pratama, M. N. (2019). *Pengaruh Celebrity Endorser dan Citra Merek terhadap Keputusan pembelian konsumen pakaian Erigo di Jakarta Utara.* Institut Bisnis dan Informatika Kwik Kian Gie.
- Rangkuti, F. (2015). *Riset Pemasaran (Cetakan Ke-12).* Jakarta: PT Gramedia Pustaka Utama.
- Rantanen, J. (2017). *Celebrity Endorsement in Social Media Marketing.*
- Rusmana, A. M., & Mulyana, D. (2021). Hubungan Membaca Akun Instagram@ wardahbeauty dengan Brand Image. *Prosiding Hubungan Masyarakat*, 665–670.
- Sangadji, E. M., & Sopiah, S. (2013). The Effect of Organizational Culture On Lecturers' Job Satisfaction and Performance: A Research in Muhammadiyah University throughout East Java. *International Journal of Learning & Development*, 3(3), 1–18.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
- Setiawati, M., & Lumbantobing, R. (2017). Pengaruh promosi dan kemasan terhadap keputusan pembelian produk chitato yang dimediasi oleh brand awareness. *Manajemen Bisnis Kompetensi.*
- Shimp, T. A. (2017). *Komunikasi pemasaran terpadu dalam periklanan dan promosi.* Jakarta: Salemba Empat.
- Sugiyono. (2017). *Penelitian Kuantitatif Kualitatif dan R&D.* Bandung: Alfabeta.

- Sugiyono, S. (2016). *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. ALFABETA Bandung.
- Winarsih, R., Sudarwati, S., & Hamidah, R. A. (2022). Keputusan Pembelian Ditinjau Dari Brand Image, Desain Produk Dan Celebrity Endorser (Studi Kasus Penggunaan ERIGO di Surakarta). *JURNAL ILMIAH EDUNOMIKA*, 6(1), 499–506.