A MIXED-METHOD STUDY ON EFFECT OF CELEBRITY ENDORSEMENT TOWARDS PURCHASE INTENTION WITH MEDIATING ROLES: QUALITY PERCEPTION AND BRAND ATTITUDE

Studi Mixed-Method Pengaruh *Celebrity Endorsement* terhadap *Purchase Intention* dengan Peran Mediasi: *Quality Perception* dan *Brand Attitude*

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ABSTRACT

In the case of Samsung Smartphone and celebrity Dian Sastrowardoyo in the Indonesian context, the study attempts to clarify the impact of celebrity endorsers on consumers' purchase intentions through the mediation of customer's perception of quality and customer's attitude towards the brand. Due to the pandemic's requirement that numerous activities be done online, the intensity of mobile phone use has also increased. Samsung capitalized on this trend by employing celebrity endorsements to flood various social media, particularly YouTube, with commercials. The results reveal that not all elements of a celebrity's endorsement impact purchase intention. Perception of quality and attitude towards brand only mediate some elements. This mixed method study employed survey data from 252 people living or working in Jakarta, analyzed statistically using SEM-PLS and proceeded with the interview process. The study indicates that, aside from focusing on the qualities of celebrity endorsers, smartphone companies in particular need to anticipate some potential substitutes. Limitations of the study are also outlined, and directions for future research are considered too.

Keywords: *Celebrity Endorsement, Quality Perception, Brand Attitude, Purchase Intention, Mix Method, YouTube*

ABSTRAK

Studi ini mencoba untuk mengklarifikasi dampak endorser selebriti terhadap intensi pembelian konsumen Indonesia melalui mediasi persepsi pelanggan tentang kualitas dan sikap pelanggan terhadap merek dalam kasus Samsung Smartphone dan selebriti Dian Sastrowardoyo di Indonesia. Akibat pandemi, banyak kegiatan dilakukan secara daring dan hal ini membuat intensitas penggunaan ponsel ikut meningkat. Samsung memanfaatkan tren ini dengan menggunakan celebrity's endorsement dalam berbagai iklannya di media sosial, terutama YouTube. Hasil penelitian mengungkapkan bahwa tidak semua elemen celebrity's endorsement berdampak pada intensi membeli. Begitu juga, persepsi kualitas dan sikap terhadap merek hanya memediasi beberapa elemen saja. Studi dengan mix method ini menggunakan data survei sebanyak 252 orang yang tinggal atau bekerja di Jakarta. Data dianalisis secara statistik menggunakan SEM-PLS dan dilanjutkan dengan proses wawancara. Studi ini menunjukkan bahwa selain berfokus pada kualitas endorser selebriti, perusahaan smartphone khususnya perlu mengantisipasi konsep iklan itu sendiri dan menyediakan beberapa alternatif tipe endorser yang potensial selain selebriti.

Kata Kunci: *Celebrity Endorsement,* Kualitas Produk, Sikap Merek, Intensi Beli*, Mix Method, YouTube*

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INTRODUCTION

The pandemic has changed people's behavior and online activities increasing in high intensity. Indonesia's smartphone market is expected to reach 44 million units by 2022, growing by 8% year-over-year (YoY) in line with increasing supply (Tjandradinata, 2022). This opportunity was apparently seen by competitors to boost its sales amid the calamity. They attract customers in various ways, one of which is by utilizing advertisements through social media using celebrities.

Advertising is considered the best and fastest way for businesses to connect with consumers and attract new ones (N. T. Nguyen, 2021). Advertising on social media is often used by marketers to improve organizational performance because it is considered an effective tool for conveying messages (Sutherland, 2021). YouTube is stated to be one of the 4 most used platforms in Indonesia (Uy, 2021; Ceci, 2022). Previously, commercial advertisements used to only be watched through television (TVC) but now advertisements on the YouTube platform are more in demand because the content can be accessed anytime and anywhere by all consumers (Gerrikagoitia et al., 2015).

Kotler & Keller (2016) and Friedman et al. (1976) wrote that the implementation of celebrities who have beautiful features, and expertise and are known to the public will shape them as trustworthy figures through the messages they convey. Oh & Park (2020) mentions that the company will select an endorser who has an ideal match between the celebrity, brand, product, and the message communicated. Schiffman & Wisenblit (2019) also added that as good communicators, celebrities are considered capable of influencing consumer perceptions and changing their attitude towards the brand image or product quality.
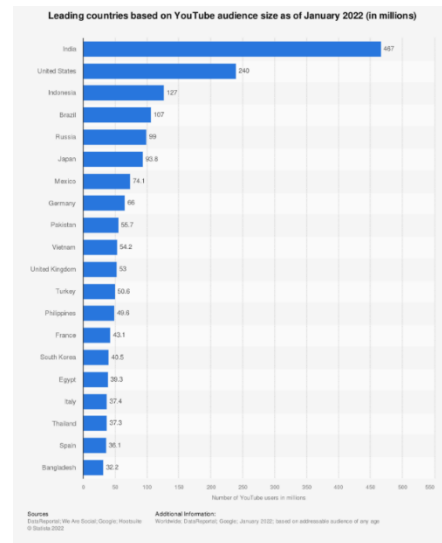
Source: Ceci (2022)

Figure 1 Leading Countries Based on YouTube Audience January 2022

The integrity and trustworthiness of celebrities can be seen and felt by consumers following the message conveyed (Kotler & Keller, 2016:590). Therefore, the credibility of celebrity endorsers lies when people can receive messages effectively and react to the product, they represented (Bhatt et al., 2013:77-78; Cui & Bai, 2020:150).

Expertise is described as "the extent to which a communicator is considered a valid source of statements" that focuses on the understanding, practice, or skills that an endorser can acquire to promote a product. Celebrities with knowledge and expertise in delivering messages, have a high power of recommendation compared to celebrities armed with popularity alone. The more expert this celebrity is, the greater the purchase decision will be made (Hovland & Weiss, 1953; Ha & Lam, 2017:66; Bhatt et al., 2013:77; Cui & Bai, 2020:150; Nguyen, 2021:952).

Celebrity endorsements are often chosen based on their attractiveness to gain a double advantage from the popularity effect of celebrity status and attractive physique (Osei-Frimpong et al., 2019:106). Abbas et al.

(2018) express that consumers have high confidence to buy a product if they see advertisements that use attractive female celebrities (p.4).

Celebrity familiarity is a feeling of similarity through emotion and contact with celebrities. It also refers to knowledge of the source through periodic exposure (Belch et al., 2013:172). Celebrity familiarity will have a more positive impact when the customer himself finds that he is similar to a celebrity. The more familiar the endorser, the greater the influence on the consumer's brand valuation and purchase intentions (Ha & Lam, 2017:67; Nguyen & Tran, 2019; Osei-Frimpong et al., 2019:106).

Celebrity persuasive support is how well the endorser's image matches the image of the product it represents (Nugraha et al., 2018:6). If a person has a positive attitude towards the source and the message or a negative attitude towards both, it says there is a state of harmony between the source and the brand he is advertising (Kotler & Keller, 2016:590). According to Cui & Bai (2020), success in endorsements can be seen from the synergy between the celebrity's personality and the brand attributes it represents. The alignment between the message conveyed and the brand will support a positive response in the minds of consumers. Consumer responses will give a positive image of the brand and will ultimately increase purchase intentions (p. 151).

Wilson et al. (2012) indicate that consumers consider celebrities as references; thus, celebrities have a significant impact on consumer judgment, behavior, and aspirations (p. 420). Consumer perception of quality leads to satisfaction which in particular can influence purchasing behavior. Celebrity endorser attributes can become the basis for driving the intentions of buyers in various categories both in the market of goods

and services (Osei-Frimpong et al., 2019:107-108).

Attitude is a person's relatively consistent judgment, feelings, and tendency towards an object (Kotler & Keller, 2016:30). If there is a growing feeling between the brand and the customer, such as a pleasant impression, then a sense of trust grows in which it will support a positive attitude to the product and the brand (Nugraha et al., 2018:10). Consumer attitudes towards brands can also be formed from their perception of ads sources because endorsers are considered brand representatives. The concept of source credibility suggests that the effectiveness of the message depends on the recipient's perception of the endorser's expertise, trust, credibility, and physical attractiveness. The greater the market's trust (positive attitude) towards the brand, the more likely they are to be willing to pay for a product even at a high price (von Felbert & Breuer, 2020:590).

The purpose of communication established using celebrity may include creating awareness or knowledge about an attribute in the product or its benefits, developing a favorable attitude towards the brand, and preferences, or cultivating an intention to buy (Belch & Belch, 2003:31). Purchase intention is a conceptual model that is influenced by various elements such as the perception of the product itself or the perception of the product through important sources of information (Shen & Kim, 2018:190). It is estimated that by using the qualities possessed by celebrities, this source will be able to create and persuade consumers to form a desire to buy (Cui & Bai, 2020:152)

Many studies have managed to highlight the effect of applying celebrity endorsements in some ads quantitatively (Cui & Bai, 2020; Ha & Lam, 2017; N. T. Nguyen, 2021; Nugraha et al., 2018; Osei-Frimpong et al., 2019; von Felbert & Breuer, 2020).

However, none of them found analysis with the role of mediating the perception of product quality and attitudes towards brands behind the effect of applying celebrity endorsements to purchase intentions. Another important factor that has not been considered is the qualitative analysis of respondents' in-depth reasoning.

Next, Nguyen (2021) mentioned that different brands, celebrities used (gender or age), and even the age of respondents from other generations are expected to be able to provide different perspectives on this topic. As one of the top smartphone OEMs (Original Electrical Manufacturers), Samsung Indonesia showed a decline in sales in the 3rd quarter of 2021 (July-September) and was shifted by competitors who focused their sales more on the mid-to-low-end 4G smartphone segment. On the other hand, Samsung in this downturn time concentrated sales of the newly released 5G Galaxy Z Flip3 and Fold3 flagship series (Kure, 2022; Tjandradinata, 2022; Yap, 2021). To increase the recognition of this product, Samsung hired a multi-talented 39-year-old celebrity endorser, Dian Sastrowardoyo. Dian has been working with Samsung since 2009 and advertises several flagship smartphone Samsung series. Dian is an iconic public figure who succeeded in her career through her lead role as Cinta in *Ada Apa Dengan Cinta* (2002). Dian is now increasingly known as an actress, singer, model, and activist in various fields. Her career path in the world of endorsements also varies, such as; Hyundai, XL Prioritas, Dove Shampoo, etc. Therefore, respondents who participated in this study will be adjusted to the age range of the artists used and limited to men and women living in Jakarta only.
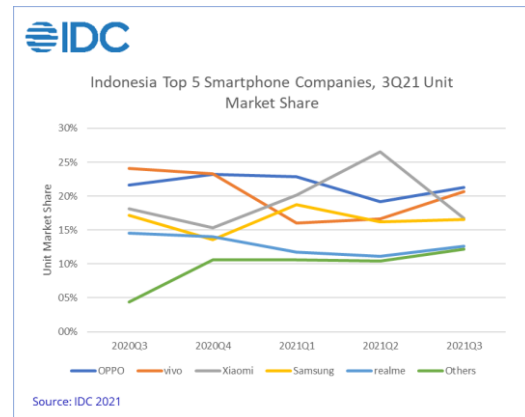
Source: Yap (2021)

Figure 2 Indonesia's Top 5 Smartphone Companies 3Q21

Finally, research shows that there is a big influence on the shift in consumer purchasing behavior toward smartphone products due to Covid-19. There is a huge demand for smartphone-related products, especially with online base activity (Atif et al., 2020:663-664; Tejedor et al., 2020:571-572; Cartanyà-Hueso et al., 2021:1-2). Although there is a high demand for smartphone products, consumers do not buy such products blindly simply because they admire the celebrities behind them very much (Dey et al., 2021).

Therefore, this study is aimed to answer the following questions:
1. Is there a direct influence between the dimensions of celebrity endorsement on purchase intention?
2. How does the perception of quality and attitude towards brands mediate the dimension of celebrity endorsement to purchase intention?
3. To what extent does celebrity-backed advertising impact buying intentions?

METHOD

Research Design

The hypothesis test of this study shows that this research is causal, which means that there is a study of one variable that influences

another variable (Uyanto, 2009). There are 5 dimensions of celebrity endorsement and each dimension acts as an exogenous variable, consisting of; the celebrity's trustworthiness, expertise, attractiveness, familiarity, and congruency with the brand. Customer's perception of quality and customer's attitude towards a brand are mediation variables. Customer's purchase intention is an endogenous variable.
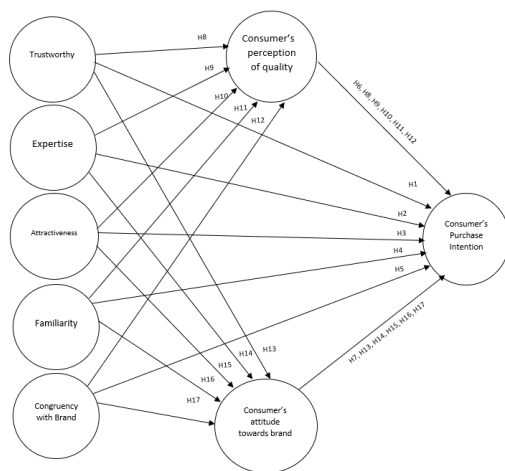

Figure 3 Research Model

Source: The data is processed.

This model is adapted from several integrated models that examine the use of celebrity endorsements on purchasing intentions which find that (CT) trustworthy, (CEx) expertise, (CA) attractiveness, (CF) familiarity, and (CB) congruency with a brand are the dimensions that explain a celebrity endorsement (Cui & Bai, 2020; Dey et al., 2021; Ha & Lam, 2017; McCracken, 1989; N. T. Nguyen, 2021; Nugraha et al., 2018; Osei-Frimpong et al., 2019; von Felbert & Breuer, 2020).

Mix-method Approach

This study adopts a mixed-method approach. It is defined as the collection and analysis of quantitative and qualitative data in one study with several attempts to integrate

two methodologies (quantitative and qualitative) at one or more stages of the research process (Hesse-Biber, 2010:3-4,168). Hesse-Biber (2010) and Guest et al. (2013) also added that this study used a triangulation design, where the application of the mixed method was not to compare the results of the two techniques, but this method was used to complement the results of the research analysis.

Sample

The sampling technique used is non-probability sampling with purposive sampling. This study used purposive sampling because the characteristics of respondents according to what was needed for the study. First, respondents are men and women who can access the internet, especially YouTube which is active in Jakarta. This is because Jakarta is the number one province with the highest number of people who have access to the internet (Aisyah, 2021; Badan Pusat Statistik, 2020; Kemp, 2022).

Table 1. Provinces with the Highest Internet Access

Province	Percentage	
	2019	2020
DKI Jakarta	73.46%	89.04%
DI Yogyakarta	61.73%	79.10%
Kal. Timur	59.12%	78.98%
Kep. Riau	65.02%	78.41%
Kal. Utara	54.30%	75.71%
Banten	56.25%	75.39%
Bali	54.08%	74.15%
Jawa Barat	53.94%	70.61%
Riau	44.97%	68.73%
Sul. Utara	46.73%	67.60%

Second, respondents were restricted to births from 1981 to 1998. This age selection is because respondents are in the Gen Y range or often known as the millennial generation

(Beresford, 2022; Pyöriä et al., 2017; Verasamy et al., 2020). This generation only has a population of approximately 25.87% in Indonesia but can become a driver of Indonesia's economic growth in the personal consumption sector (Kompas, 2021; MediaIndonesia, 2019). This happens because in general, millennials are already in their mid-career years, and have income and the capacity to shop, thus becoming a special consumer group that is profitable for marketers (Thangavel et al., 2021). Millennials or echo boomers are also chosen because they already use technology in everyday life and are considered to understand several brands and can choose the brand they like (Solomon, 2019:495-497).

Elements of celebrity endorsement, consist of 23 statements, customer's perception of quality with four statements, customer's attitude toward brand has five questions and purchase intention consists of four statements. Determination of the number of representative samples depends on the number of indicators multiplied by five (Hair et al., 2010:313-325). Thus, the minimum number of samples is, 36 x 5 = 180 respondents. To anticipate data that cannot be inputted, the authors distributed questionnaires to at least 200 respondents using Google Forms during the research period from February 2022 – July 2022. A total of 260 questionnaires were accepted but after going through the selection, 252 questionnaires were collected. This research questionnaire applies a 6-point scale based on Simms et al. (2019) which estimates that the odd Likert scale shows no advantage, psychometrically over an even-numbered scale. The odd Likert scale contains high ambiguity and can interfere with the opinions of respondents in the presence of a middle, neutral option. (p. 8). The 6-point scale used starts with Scale 1 = Strongly Disagree; scale 2 = Disagree; Scale 3 = Somewhat Disagree ; Scale 4 = Somewhat Agreed; Scale 5 = Agree and finally, Scale 6 = Strongly Agree.

Analytical Techniques (Data Analysis Methods)

The data analysis method used in this study is SEM (Structural Equation Modeling) with the PLS (Partial Least Square) program. The purpose of PLS is to help researchers to obtain the value of latent variables for prediction purposes. His formal model defines latent variables as linear aggregates of their indicators (Ghozali & Latan, 2020:3-11). The data collected through valid and reliable questionnaires will then be carried out with data analysis techniques using SMART PLS3 to determine the direct and indirect influences of exogenous, mediation and endogenous through path analysis. Then it is also used to make hypothesis test decisions by comparing the magnitude of p-value with the level of significance with a level of certainty of 95% (α=0,05), thus, if the p-value ≤ 0.05 and the t-value ≥ 1.96 then H0 is rejected, Hα is accepted, and vice versa (Ghozali & Latan, 2020:67-82; Kriyantono, 2021:284-287).

Mixed method interview sampling techniques do not give a limit on the number of specific respondents, but more interviewees are better, such as ten percent of the total questionnaire respondents (Morse & Niehaus, 2016). Thus, the minimum sample number is, 10% x 180 = 18 respondents. These respondents were randomly selected. In-depth interviews with three open-ended questions were conducted to find out the reasons or motives of the respondents choosing the answers to the questionnaire they had. This interview was recorded, saved, written in the form of transcripts and kept strictly anonymous (Kriyantono, 2021:290-2999; Morse & Niehaus, 2016; 119-129).

RESULTS AND DISCUSSION
Pre-test

In the first stage, questionnaires were distributed to 52 respondents in Jakarta for pre-tests. This is one of the requirements in statistical tests (Ghozali & Latan, 2020:46). For the results of the pre-test reliability test, all exogenous, mediation, and endogenous variables produced a value of cronbach's alpha > 0.6 which means that each element can be understood by respondents well. Based on the results of the pre-test validity test that has been carried out, no questions have been omitted because all of them are declared valid judging from the value (rCount) greater than rTabel of 0.2732.

Table 2. Beginning and Final Indicators

VARIABEL	∑INDIKATOR AWAL DAN AKHIR	CRONBACH'S ALPHA (CA)
(CT) CELEBRITY TRUSTWORTHY	5 item (CT1, CT2, CT3, CT4, CT5)	0.878
(CEX) CELEBRITY EXPERTISE	4 item (CEx1, CEx2, CEx3, CEx4)	0.763
(CA) CELEBRITY ATTRACTIVENESS	7 item (CA1. CA2, CA3, CA4, CA5, CA6, CA7)	0.906
(CF) CELEBRITY FAMILIARITY	3 item (CF1, CF2, CF3)	0.873
(CB) CELEBRITY CONGRUENCY WITH BRAND	4 item (CB1, CB2, CB3, CB4)	0.869
(CPQ)CUSTOMER'S PERCEPTION OF QUALITY	4 item (CPQ1, CPQ2, CPQ3, CPQ4)	0.779
(AB) CUSTOMER'S ATTITUDE TOWARDS BRAND	5 item (AB1, AB2, AB3, AB4, AB5)	0.943
(PI) CUSTOMER'S PURCHASE INTENTION	4 item (PI1, PI2, PI3, PI4)	0.863
∑INDIKATOR	36 item	

The highest value of Cronbach's Alpha is found in the Customer's Attitude towards Brand at 0.906. Meanwhile, the lowest value on the Celebrity's Expertise at 0.763. However, all variables have a value of cronbach's alpha > 0.6 which indicates each indicator in this variable is reliable and acceptable for the next stage of the questionnaire.
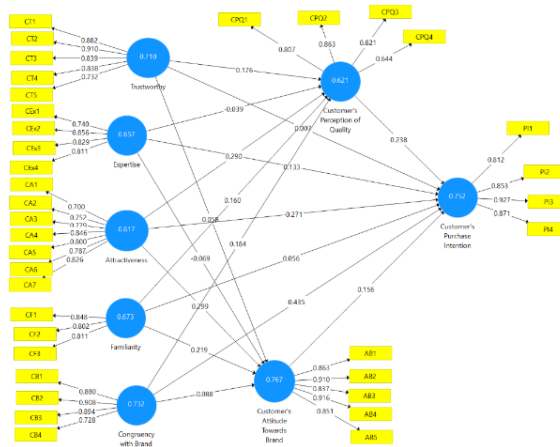
Reliability and Validity Tests

The lowest composite reliability value is 0.861 in the CF construct Lastly, the recommended value of Cronbach's Alpha is above 0.7 and through the table above it can be found that all contruks are above 0.7 with the lowest value being 0.769 for CF. This result is also supported by sem PLS results from the data that has been processed.

Table 3. Construct Validity and Reliability
CONSTRUCT RELIABILITY AND VALIDITY

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	Square Root Average Variance Extracted (AVE)
CT	0,896	0,905	0,924	0,710	0,842
CEX	0,827	0,842	0,884	0,657	0,810
CA	0,897	0,907	0,918	0,617	0,786
CF	0,769	0,819	0,861	0,673	0,820
CB	0,874	0,876	0,915	0,732	0,855
CPQ	0,796	0,820	0,867	0,621	0,788
CBA	0,924	0,931	0,943	0,767	0,876
CPI	0,889	0,891	0,924	0,752	0,867

The table above shows the overall construct has an AVE value of > 0.5, so it qualifies as valid based on the validity of the discriminant (Ghozali & Latan, 2020:67-82). The lowest value of AVE is constructed CF with a value of 0.617. It was also found that the composite reliability value for all constructs was above 0.7 indicating that all constructs on the estimated model met the discriminant validity criteria.

Source: processed data
Figure 4 PLS Algorithm with Construct AVE

The Unidimesionality Analysis of the Model ensures that there are already no problems in the measurements. Using the composite reliability indicator and Cronbach Alpha with a cut-value of 0.7, all variables are above the limit of these values. With the presentation of the results above, all the processed variables have met the requirements of convergence reliability and validity.

Path Analysis

Based on the results of the analysis of the direct and indirect effects inner model, the results of the hypothesis test can be concluded as follows:

According to the hypothesis test results from Table 4, it was found that only hypotheses 3,5,6,7,8,10,15, and 16 were accepted. Thus, through this study, it is known that only the dimensions of a celebrity's attractiveness and a celebrity's congruency with brands have a direct influence on consumers' purchasing intentions. The customer's perception of quality only mediates the celebrity's

Table 4. Hypothesis Test Results through Path Analysis

H	EKSOGEN	MEDIASI	ENDOGEN	(O)	T	P
H1	CT	-	PI	0,007	0,072	**0,943**
H2	CEx	-	PI	0,133	1,526	**0,128**
H3	CA	-	PI	-0,271	3,286	**0,001**
H4	CF	-	PI	0,056	0,544	**0,587**
H5	CB	-	PI	0,435	5,616	**0,000**
H6	-	CPQ	PI	0,156	2,416	**0,016**
H7	-	AB	PI	0,299	4,225	**0,000**
H8	CT	CPQ	PI	0,042	1,981	**0,048**
H9	CEx	CPQ	PI	-0,009	0,496	**0,62**
H10	CA	CPQ	PI	0,069	2,603	**0,01**
H11	CF	CPQ	PI	0,038	1,812	**0,071**
H12	CB	CPQ	PI	0,044	1,81	**0,071**
H13	CT	AB	PI	0,009	0,522	**0,602**
H14	CEx	AB	PI	-0,011	0,641	**0,522**
H15	CA	AB	PI	0,047	2,033	**0,043**
H16	CF	AB	PI	0,034	2,033	**0,043**
H17	CB	AB	PI	0,014	0,87	**0,385**

trustworthiness and attractiveness towards purchase intention. Likewise, a customer's attitude toward a brand is a mediator only for the variables of celebrity attractiveness and celebrity familiarity with purchase intention. These quantitative results are backed by qualitative research. Here are the interview results.

Based on the interview, Participant E stated that when she saw Dian Sastro, she felt that endorser could not be trusted about really using the Samsung smartphone she advertised.

Semua kata-kata Dian ini hanya hal informasi biasa yang bisa aku temukan di platform Samsung lain tanpa harus menonton iklannya. Monoton sekali. Tidak ada informasi yang keliatan seperti dia memang punya pengalaman dalam menggunakannya. Jadi, aku 'tu jujur tidak terkesan sama sekali melihat Dian dalam iklan ini. Beneran ga ya dia pakai atau hanya over claiming saja. Jadi, akhirnya asaya malah overthinking dan tidak tertarik dengan keduanya, baik produk ataupun sosok Diannya. (Responden E, personal communication, 25 Juni 2022).

This finding is in line with Dey et al. (2021) who state that celebrity endorsements do not have a direct influence on consumers' purchasing intentions because consumers know what these celebrities are doing is limited to work purpose only. After all, celebrities have been paid and make them cannot be fully trusted. Likewise, Paul & Bhakar (2018) added that regardless of the gender of the advertising endorser, celebrities increase the emotional negativity of consumers because consumers become hesitant about claims in advertising and the intention to buy are reduced even though they already know the superior quality product.

Second, Respondent R gave an interesting reason why Dian Sastro, an iconic celebrity with a long-acting career experience has not been able to convince him in cultivating an intention for Samsung products from the advertisement. He feels that compared to spending time watching artist advertisements on YouTube, gadget YouTubers' alternatives encourage him more in product's buying intention.

Aku merasa Dian ini sepertinya tidak begitu tahu mengenai produk yang dia sedang iklankan ya. Meskipun menjadi elegan barangnya, tapi penyampaiannya Dian itu kaku sekali. Terus, semua informasinya juga ga ada yang baru. Ini kenapa aku lebih mending dengerin Youtuber gadget kayak Gadgetin. Ya, meskipun dia sama-sama dibayar kayak Dian. Tapi, David tu masih bisa kasih dua perspektif, sisi positif dan negatifnya. Terus sering kasih unjuk review asli ketahanan HP jika dibawa seharian, hasil fotonya saat gelap ataupun terang secara real. Beri komentar engsel-nya lah karena dengan fitur bisa dilipat seperti ini pasti riskan, bahkan sebatas kualitas batere atau kameranya juga dikasih perbandingan. (Responden R, personal communication, 2 Juli 2022).

This result is in line with research Aparici & García-Marín (2018) where with the entry of the internet, changes in consumer behavior patterns in receiving information for purchasing intentions were also found, also known as the relationship between producers and consumers (prosumerism). Compared to the old version of advertising with the celebrity's approach, consumers today are more enamored of celebgrams or influencers who emphasize brand content and involve lifestyle elements so that consumers feel more enamored (pp 72-73).

Third, Respondent X stated that she felt unfamiliar with Dian as an advertiser of electronic products because it did not look like her area of expertise. Even if Dian is used, it seems it's better to do it by Dian's main expertise – acting using Samsung products in a film is more evocative.

Iklan Dian ini sangat terlihat biasa saja, tidak seperti seorang Dian, aktris papan atas yang aktivitasnya banyak dibantu oleh Samsung itu. Menurutku, Dian tidak cocok mengiklankan smartphones dengan gaya seperti ini. Malahan ya, lebih terkesan dengan Dian dan Nicholas Saputra yang betul-betul menggunakan Lenovo smartphones dalam keseluruhan film AADC 2. Di situ, aku malah percaya sekali bahwa Dian memang pengguna Lenovo. Betulan dipakai saat dia bekerja. Aku sangat tertarik, sampai sampai ya gak lama malah beli smartphone dari brand tersebut. Nah, aku tidak merasakan reaksi yang sama saat melihat Dian dalam iklan Samsung smartphone tadi padahal ya di keduanya Dian sama-sama dibayar untuk mengucapkan skrip tertentu. (Responden X, personal communication, 4 Juli 2022)

This response is apparently aligned with the research of Srivastava, (2018) and Srivastava (2020) who said that product placement in films can be an effective international marketing strategy because films are produced and screened for cross-cultural audiences. Product placement increased a higher level of purchase intent compared to the use of famous people in advertising.

Fourth, Respondent G expressed his opinion that without looking at the artist who advertised it, he believed that expensive goods should have good quality. He preferred to assess the product (especially electronic) in accordance with his need and not be influenced by who advertised it.

Cara penyampaian Dian Sastro dalam iklan ini sangatlah baik. Sopan, lugas, friendly dan pakaiannya pun mendukung.. Dian sastro sebagai endorser terlihat menyampaikan pesan dengan sangat baik sehingga mudah dipahami oleh audiens. Hanya saja, sebenarnya untuk produk handphone, saya sangat tidak peduli dengan artis atau endorser yang mengiklaninya. Fold3 ini kan mahal ya, jadi saya fikir memang sudah seharusnya ada harga ada barang lah. Jadi banyak pertimbangan lain yang jauh lebih mendorong saya. Bisa dari kualitas, spesifikasinya bahkan ada pertimbangan apakah pembelian ini sesuai dengan keperluan saya atau tidak. Akan buat saya maki produktif tidak. (Responden G, personal communication, 26 Juni 2022)

Respondent G's opinion is supported by Kanwar & Huang (2022) who wrote consumer perceptions of product quality are capable in mediating celebrity endorsement (attractiveness and credibility) and the relationship of purchase intentions only in the minds of young respondents who are easily influenced by glamour but the same thing cannot be applied to older respondents due to various other factors, such as; expectations of the quality of the product that should match the price. When the elder customer feels necessary in having the product, it can influence their purchase intentions and the celebrity endorser will not substantially improve the intention.

CONCLUSION

The findings show that Samsung flagship series smartphones with the support of Dian Sastrowardoyo do not fully affect the attitude towards the brand nor their perception of the quality of Samsung smartphone products. However, thanks to its attractive appearance or celebrity's attractiveness (CA), it was able to encourage respondents to purchase intentions. This is also aligned with the results of previous research where the more attractive endorsers, the greater the chances that consumers can realize the product and brand, and thus stimulate their purchasing motives (Cui & Bai, 2020; Dey et al., 2021; Ha & Lam, 2017; N. T. Nguyen,

2021; Nugraha et al., 2018; Osei-Frimpong et al., 2019; von Felbert & Breuer, 2020).

Celebrity's congruency with the brand (CB) is believed to be one of the key factors in determining whether consumer perceptions are affected. Aligned with research Nguyen (2021) dan Ha & Lam (2017), celebrity who can represent the product well looks increasingly worthy of trust because they look credible. In addition, a positive image of the celebrity should be a consideration when is looking for a fitting endorser.

Through the results of this study, it was found that the reason respondents felt less intent to buy Samsung smartphone products was not only because of the celebrities' fault but it could be due to the advertising concept. If other companies want to use the celebrity endorsement strategy, it can be adjusted again between the concept of advertising and the alignment of celebrities and their products.

Some of the limitations are this study was only focused on the analysis of celebrity endorsement in the smartphone industry, so, the results of the study could not be generalized to other fields. The second limitation is the sample. Due to limited resources, time, and budget, this study was only conducted in Jakarta and thus it need a broader scope. Thirdly, although 252 is an acceptable sample size, however, a larger sample will certainly improve the reliability of the research results better. Therefore, future researchers may consider more diverse participants from different regions in Indonesia or other country.

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