

The Influence of Celebrity Endorsement, Brand Image, Brand Trust and Lifestyle on Purchase Decisions for Geoff Max Brand Shoes (Study on Students in Purwokerto City)



Evan Fauzan Putra¹, Tri Septin Muji Rahayu², Arini Hidayah³, Purnadi⁴

^{1,2,3,4} Faculty Economics and Business, Muhammadiyah Purwokerto University

ABSTRACT: Local brand shoes in Indonesia have been in great demand by young people, both men and women because the quality and model are not inferior to foreign-made products. The purpose of this study was to examine the influence of celebrity endorsement, brand image, brand trust, and lifestyle on purchase decisions for Geoff Max brand shoes. The population of this study were students at three universities, namely Jendral Soedirman University, Muhammadiyah Purwokerto University, and K.H Saifuddin Zuhri State Islamic University Purwokerto. The method used in this research was quantitative method with purposive sampling with a total of 100 students who are processed using five Likert scale with multiple regression analysis using SPSS Version 26. The results of this study indicated that celebrity endorsement and brand image have no significant influence on purchase decisions, while brand trust and lifestyle have a positive and significant influence on purchase decisions. The results of the t-value test calculated on lifestyle variables of (4,303) and a significance value of 0.000, thus lifestyle is more dominant in influencing the purchase decision of Geoff Max brand shoes compared to brand trust.

KEYWORDS: Celebrity Endorsement, Brand Image, Brand Trust, Lifestyle, and Purchase Decisions

I. INTRODUCTION

The fashion industry in the modern era is increasing and has become a lifestyle that is in great demand by all circles. One important part of fashion is shoes, nowadays shoes have become a stylish trend in clothing that is used to clarify one's identity to the surrounding environment (Rahmani et al., 2022). Many shoe brands are popular in Indonesia, both local brands and foreign brands. However, nowadays many people choose to use shoes from local brands, and this is commonly referred to as local pride, this phenomenon cannot be separated from the buzz of local shoe manufacturers through shoe exhibition events held in various regions in Indonesia to get the attention of domestic and foreign communities, by trying to build awareness from consumers that local brands are not inferior to foreign brands (Alamsyah & Budiarti, 2022).

One of the shoe products made in Indonesia that is in great demand and able to compete with products made in other countries is Geoff Max, this local shoe brand was founded by Yusuf Ramadhani and Fauzan Efwanda in 2012. They created Geoff Max because they were concerned about the number of young people who liked foreign-made shoe products and ended up buying replicas (Respati, 2023). Geoff Max shoes have a price range of IDR 160,000 - IDR 755,000 which is still quite affordable, besides that Geoff Max shoes are also included in the Top 10 best local sneakers in Indonesia in 2023. This shoe brand is in third place after the first order, namely the NAH Project shoe brand, and the second order of the Compass shoe brand (Tokopedia, 2023). In facing competition GeoffMax must have a strategy in order to increase market share by knowing the factors that influence purchase decisions.

Geoff Max's company strategy to attract consumers to make purchases is to promote its products using Ariel Noah as a celebrity endorsement. Celebrity endorsement is one of the communication media used by celebrities to express and promote brands based on the popularity of their personality (Andini & Rizal, 2022). Based on interviews conducted by researchers with consumers, it shows that not all consumers make purchases influenced by a celebrity endorsement, because some consumers do not know that Ariel Noah is a celebrity endorsement of Geoff Max brand shoes. Previous research conducted by Finthariasari et al. (2022), Safira & Alimuddin (2023), and Muhani & Sabillah (2022) show that celebrity endorsement has a positive and significant influence on purchase decisions. On the contrary, Rahmawati et al. (2023) stated that celebrity endorsement has a negative

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influence on purchase decisions. Research conducted by Prayogi (2022) and Rahmawati et al. (2022) also shows the result that celebrity endorsement has no significant influence on purchase decisions.

Brand image also influences consumer purchase decisions. The thoughts that exist in a person's mind about a good or service that they know and have used or consumed are known as a brand image. (Miati, 2020). Based on interviews conducted by researchers with consumers, it shows that some consumers do not pay attention to the brand image of Geoff Max shoes before they decide to make a purchase. The results of previous research conducted by Tyas et al. (2023), Alfifto et al. (2023), and Safira & Alimuddin (2023) found that brand image has a positive and significant influence on purchase decisions. On the contrary, Rasyid & Karya (2021) show the result that brand image has a negative influence on purchase decisions. Research conducted by Salam & Abdiyanti (2022) and Nadiah et al. (2023) also shows that brand image has no significant influence on purchase decisions.

In determining consumer purchase decisions, it can be influenced by brand trust. Brand trust is an attitude or action of consumers who always believe in the company's product brand so that there is no doubt in themselves when buying and selling goods with the company. (Ferdiansyah et al., 2022). Based on interviews conducted by researchers with consumers, shows that some consumers tend to buy Geoff Max shoes because they believe that the product can meet their needs and desires because of its quality and model. According to research conducted by Efendi et al. (2022), Agustina et al. (2023), and Titania & Yulianto (2023) stated that brand trust has a positive and significant influence on purchase decisions. On the contrary, Santoso et al. (2020) stated that brand trust has a negative influence on purchase decisions. Research conducted by Anjaswati & Istiyanto (2023) and Nadiah et al. (2023) also show the result that brand trust has no significant influence on purchase decisions.

Consumer lifestyle also influences purchase decisions. Lifestyle has more to do with how a person uses money and utilizes the time they have which can change at any time, but changes that occur are not due to changes in needs. (Solihin et al., 2020). Based on interviews conducted by researchers with consumers, it shows that some consumers make purchase decisions because the model of Geoff Max brand shoes matches their preferences and lifestyle. According to research conducted by Tyas et al. (2023), Asmi & Zaini (2023), and Latifah & Maskur (2023) stated the result that lifestyle has a positive and significant influence on purchase decisions. On the contrary, Suciani & Ayuni (2022) and Safitri & Basiya (2022) stated the result that lifestyle has a negative influence on purchase decisions. Research conducted by Damayanti & Sulaeman (2023) also shows the results that lifestyle has no significant influence on purchase decisions.

The purpose of this study was to examine the influence of celebrity endorsement, brand image, brand trust, and lifestyle and their subsequent impact on purchase decisions for Geoff Max shoes for students in Purwokerto City.

II. LITERATURE REVIEW AND RESEARCH DEVELOPMENT

Consumer Behavior

According to Sangadji & Sopiah (2013), Consumer behavior is the study of individual, group, or organizational behavior and the processes used by consumers to select products, services, and experiences or ideas to achieve and meet their needs both when consuming, and spending goods and services, including decisions made before and after. The impact of these processes on consumers and society ends with feelings of satisfaction or dissatisfaction after purchase. According to Priansa (2017), consumer behavior is the behavior shown by consumers who search for, buy, use, evaluate, and spend products to meet their needs and desires.

Theory of Cognition

According to Peter & Olson (2018), states that cognition refers to what they think about such as belief in a product, cognition refers to the mental structures and processes that exist in thinking, understanding, and interpreting stimuli and events. According to Tjijtono (2015), cognition reflects a consumer's thoughts and knowledge such as beliefs about a particular product.

Theory of Affection

According to Tjijtono (2015), states that affection refers to consumer feelings which include emotions, feeling states, moods, and attitudes towards surrounding stimuli and events such as likes and dislikes towards a specific product. According to Peter & Olson (2018), affection refers to the things they feel about stimuli and events, such as how they like or dislike a product.

Purchase Decisions

According to Peter & Olson (2018), when consumers use integration to evaluate two or more alternatives and choose one of them, it is called consumer decision-making. According to Sangadji & Sopiah (2013), consumer behavior affects the purchase decision-making process, the process is a problem-solving process with the aim of meeting consumer wants or needs. According to Kotler and Armstrong (2019), the five indicators of purchase decisions are problem introduction, information quest, alternative valuation, buying decisions, and behavior after purchase (Inggasari & Hartati, 2022).

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Celebrity Endorsement

According to Kotler & Keller (2016), celebrity endorsement is the use of a spokesperson as a feature to convey an interesting or popular message in advertising, with the aim of getting attention and memory of the brand image in the minds of customers. According to Fongo (2021), celebrity endorsement is an individual who is well known by the public and promotes a certain product by making testimonials, written or oral statements that show the goodness of the product and introduce the product to the wider community. According to Shimp and Andrews (2017), there are several indicators that can be used to measure celebrity endorsement, namely credibility, attractiveness, and strength (Magfiroh & Rufial, 2022).

By choosing the right celebrity endorser and in accordance with product features, consumers can be convinced to make purchase decisions. The main factor in choosing a celebrity endorser is the popularity of the celebrity, the more often a celebrity models a product, the more likely consumers are to buy products owned by that celebrity (Martha & Maini, 2022). Therefore, celebrity endorsement has an impact on consumer choice in determining purchase decisions for Geoff Max brand shoes. This is in line with previous research from Finthariasari et al. (2022), Safira & Alimuddin (2023), and Muhani & Sabillah (2022) which proves the result that celebrity endorsement has a positive and significant influence on purchase decisions.

H1: Celebrity endorsement has a positive and significant influence on purchase decisions.

Brand Image

According to Swasty (2016), brand image refers to customers' perceptions of a brand which is explained through brand associations stored in their memories, these brand associations serve as a source of information about brands of interest to customers, and this relationship can be diverse and related to various product features. According to Fongo (2021), explains that the image or perception of customers towards a particular brand that is built in their memory after they have used it or listened to what other people say about the brand is called a brand image. According to Keller (2013), the benefit of brand association, the power of brand association, and the diversity of brand association as supporting indicators for the formation of brand image in brand association (Sinaga & Hutapea, 2022).

Confidence in a product or service based on the belief that the product or service meets consumer needs and provides a higher level of satisfaction can be helped by a brand that can help sellers and build relationships with consumers. If the brand image is handled well, it will be beneficial, such as making customers more aware of the various behavioral aspects associated with making purchase decisions. (Latifah & Maskur, 2023). In this case, customer perceptions about the brand can influence purchase decisions for Geoff Max shoes made by consumers. This is in line with previous research from Tyas et al. (2023), Alfifto et al. (2023), and Safira & Alimuddin (2023) which proves the result that brand image has a positive and significant influence on purchase decisions.

H2: Brand Image has a positive and significant influence on purchase decisions.

Brand Trust

According to Sangadji & Sopiah (2013) define the strength of knowledge and all conclusions made by consumers about a product that is believed to have attributes, objects, and benefits as brand trust. According to Tjiptono (2015), states that brand trust is the ability of a brand to be trusted and relied upon based on customer confidence that the product can prioritize consumer interests. According to Buchory and Saladin (2018), there are four indicators to measure brand trust which consist of trust, reliance, honesty, and security (Kasiha et al., 2023).

Trust is very important to turn buyers or consumers into first customers. Consumers will always buy a product to fulfill their needs, but what products they buy and how they make decisions will greatly affect how they feel about the brand they choose. (Maulana & Marista, 2021). Therefore, brand trust has an important role in making consumer purchase decisions in buying Goff Max brand shoes. This is in line with previous research from Efendi et al. (2022), Titania & Yulianto (2023), and Agustina et al. (2023) which proves the result that brand trust has a positive and significant influence on purchase decisions.

H3: Brand Trust has a positive and significant influence on purchase decisions

Lifestyle

According to Priansa (2017), a person's life pattern shown through various activities, interests, and opinions as a general description of how they interact with their environment is called a lifestyle. According to Kotler & Keller (2016), states that lifestyle is a person's life pattern expressed in the form of activities, interests, and opinions. According to Kotler and Keller (2014), there are three indicators to assess lifestyle which consist of activities, interests, and opinions (Ramadhoani & Haryanti, 2023).

Lifestyle is a term used to describe how a person spends most of their time with others and is a clear indication of an individual's lifestyle. If someone is more interested in following the latest trends in their lifestyle, they will most likely try to follow those trends in terms of the items they buy. As sellers, they should be able to understand how the products they sell relate to people's lifestyles. (Latifah & Maskur, 2023). Therefore, consumer lifestyles also have an influence in considering purchase decisions for

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Geoff Max brand shoes. This is in line with previous research from Tyas et al. (2023), Latifah & Maskur (2023), and Asmi & Zaini (2023) which proves the result that lifestyle has a positive and significant influence on purchase decisions.

H4: Lifestyle has a positive and significant influence on purchase decisions.

III. RESEARCH METHODS

This research uses quantitative methods using Google Forms which are distributed online to facilitate respondents as primary data. The population in this study was 100 with the criteria of active students in Purwokerto City with an age range of 18-25 years who have purchased Geoff Max brand shoes from three universities, namely Jendral Soedirman University, Muhammadiyah Purwokerto University, and K.H. Saifuddin Zuhri State Islamic University Purwokerto. The sampling technique used purposive sampling method, by dividing the respondents using the ratio of the number of students in each college to the total number of students in the three colleges multiplied by 100% with a percentage result of 61% for Jendral Soedirman University, 27% for Muhammadiyah Purwokerto University and 12% for K.H. Saifuddin Zuhri Purwokerto State Islamic University. The analysis method in this study used five Likert scales and then processed with multiple regression analysis using SPSS Version 26.

IV. RESULTS AND DISCUSSION

Results

Respondent Characteristics

Table 1. Respondent Characteristics

Variables	Category	F	%
Gender	Male	56	56%
	Female	44	44%
Age	<18 - 21 Years	86	86%
	22 - 24 Years	14	14%
Higher Education	Jendral Soedirman University	61	61%
	Muhammadiyah Purwokerto University	27	27%
	K.H. Saifuddin Zuhri Purwokerto State Islamic University	12	12%
Pocket Money	< IDR 1,000,000	76	76%
	> IDR 3,000,000	2	2%
	2.000.000 - 3.000.000	22	22%

(Source: Data processed by SPSS 26)

From the table above, it can be said that male respondents are more dominant, namely 56 respondents or (56%) of 100 respondents, this is because Geoff Max shoes have a trendy and contemporary design that is more suitable for use by men. The majority of respondents' ages are dominated by the age range <18-21 years as many as 86 respondents or (86%), this is because most students have ages in general, namely <18-21 years. Respondents from Jendral Soedirman University Purwokerto totaled 61 respondents or (61%), Muhammadiyah University Purwokerto totaled 27 respondents or (27%), and K.H. Saifuddin Zuhri State Islamic University Purwokerto totaled 12 respondents or (12%). Most respondents get an average pocket money <Rp 1,000,000 with 76 respondents or (76%).

Validity Test

The results of testing the validity of all questionnaire statements of each variable that have been carried out can be declared valid because they have $r_{count} > r_{table}$ where none of the r_{count} s are smaller than 0.1638.

Reliability Test

The results of reliability testing on all variables that have been carried out can be declared reliable because they have a Cronbach alpha value for each variable above 0.70.

Normality Test

Table 2. Normality Test Results

	Unstandardized Residual
N	100
Normal Parameters ^{a,B}	.0000000
	3.03238841

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Most Extreme Differences	.116
	.067
	-.116
Test Statistic	.116
Asymp. Sig. (2-Tailed)	.002 ^C
	.130 ^D
Monte Carlo Sig. (2-Tailed)	.121
	.138

(Source: Data processed by SPSS 26)

From the results of the table above after the normality test with the Monte Carlo method, according to the rules with a significance value greater than 0.5, namely 0.130, it can be said that the data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test Results

Variables	Tolerance(1/VIF)	VIF	Conclusion
Celebrity Endorsement	0.513	1.950	No Multicollinearity
Brand Image	0.335	2.984	No Multicollinearity
Brand Trust	0.222	4.496	No Multicollinearity
Lifestyle	0.270	3.705	No Multicollinearity

(Source: Data processed by SPSS 26)

From the test results table above, it can be seen that the variables that affect and are affected by the tolerance value above 0.10 and the VIF value below 10, so it can be said that the data does not occur in multicollinearity.

Heteroscedasticity Test

Table 4. Heteroscedasticity Test Results

Model		T	Sig.
1	Constant	-0.261	0.795
	Celebrity Endorsement	0.135	0.893
	Brand Image	-0.469	0.640
	Brand Trust	1.220	0.225
	Lifestyle	-0.154	0.878

(Source: Data processed by SPSS 26)

The calculation results state that the significance value for all variables is above 0.05. So it can be stated that in the regression model, there is no heteroscedasticity between variables.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Test Results

Dependent Variable	Independent Variable	Regression Coefficients	t value	Sig.
Y Purchase Decision	Constant	5.018	1.882	.063
	Celebrity Endorsement (X1)	.178	1.401	.164
	Brand Image (X2)	.010	.058	.954
	Brand Trust (X3)	.467	2.960	.004
	Lifestyle(X4)	.810	4.303	.000
	F Value		59.701	.000
	R Square		.715	

(Source: Data processed by SPSS 26)

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The test results based on the table above, it can be concluded :

Celebrity Endorsement on Purchase Decisions

From the table above, it shows $t_{count} < t_{table}$ ($1.401 < 1.660$) with a significance value of 0.164 greater than 0.05. So the first hypothesis reads "Celebrity Endorsement has no influence on Purchase Decisions", meaning that the first hypothesis is rejected.

Brand Image on Purchase Decisions

From the table above, it shows $t_{count} < t_{table}$ ($0.058 < 1.660$) with a significance of 0.954 greater than 0.05. So the second hypothesis reads "Brand Image has no influence on Purchase Decisions", meaning that the second hypothesis is rejected.

Brand Trust on Purchase Decisions

From the table above, it shows $t_{count} > t_{table}$ ($2.960 > 1.660$) with a significance value of 0.004 smaller than 0.05. So the third hypothesis reads "Brand Trust has a positive and significant influence on Purchase Decisions", meaning that third hypothesis is accepted.

Lifestyle on Purchase Decisions

From the table above, it shows $t_{count} > t_{table}$ ($4.303 > 1.660$) with a significance value of 0.000 smaller than 0.05. So the fourth hypothesis reads "Lifestyle has a positive and significant influence on Purchase Decisions", meaning that the fourth hypothesis is accepted.

Discussion

In this study, the results show that celebrity endorsement has no influence on purchase decisions for Geoff Max brand shoes. This research is not in accordance with the Cognition Theory put forward by Peter & Olson (2018) because when a celebrity advertises or endorses a product, it will not make consumers buy it, and shows that consumers are not affected by the popularity or fame of a celebrity when deciding to buy a product. These results are the same as research conducted by Prayogi (2022), Utami & Ellyawati (2021), and Rahmawati et al. (2022) which gives the result that celebrity endorsement has no influence on purchase decisions.

Furthermore, this study also found that brand image does not influence purchase decisions for Geoff Max brand shoes. This research is not in accordance with the Cognition Theory put forward by Peter & Olson (2018) because the perception or brand image that consumers have of a brand does not influence purchase decisions. Even though a brand has a strong or positive image, it will not encourage consumers to buy the product. These results are the same as research conducted by Salam & Abdiyanti (2022), Wardani & Maskur (2022), and Rifky et al. (2021) which gives the result that brand image has no influence on purchase decisions.

However, this study shows that brand trust has a positive and significant influence on purchase decisions for Geoff Max brand shoes. This research is in accordance with the Cognition Theory put forward by Peter & Olson (2018) because consumer trust in a brand or product can increase their likelihood of buying it. Consumers tend to choose brands that they trust and feel comfortable using these products. These results are in line with research conducted by Efendi et al. (2022), Asmi & Zaini (2023), and Agustina et al. (2023) prove that brand trust has a positive and significant influence on purchase decisions.

In addition, this study also found that lifestyle has a positive and significant influence on purchase decisions for Geoff Max brand shoes. This research is in accordance with the Theory of Affection put forward by Peter & Olson (2018) because a person's lifestyle can influence their purchase decisions. If the product or brand matches the consumer's lifestyle, then they are more likely to buy it. These results are in line with research conducted by Tyas et al. (2023), Finthariasari et al. (2022), and Latifah & Maskur (2023) prove that lifestyle has a positive and significant influence on purchase decisions.

V. CONCLUSIONS

According to this study, it was found that celebrity endorsement and brand image have no influence on purchase decisions for Geoff Max brand shoes. However, brand trust and lifestyle have a positive and significant influence on purchase decisions for Geoff Max brand shoes.

Advice to companies, that companies need to build stronger brand trust through promotions such as on social media and advertising media and provide positive reviews and testimonials so that consumers know and feel confident that the Geoff Max brand is reliable and can meet their needs. The company also needs to conduct market research to adjust to the latest fashion trends. By adding design elements that are currently popular to increase consumer appeal to Geoff Max brand shoe models, so that consumers have more options to choose from according to their preferences. In addition, the company can also consider using other marketing strategies besides celebrity endorsement and brand image, such as influencer marketing or promotion through more relevant social media.

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Future research is recommended to better understand what consumers think about brands by identifying what aspects make the Geoff Max shoe brand trusted by consumers and measuring the influenceiveness of positive and negative trends in Geoff Max shoe brand trust as an effort to make improvements and conduct research on the latest fashion trends to help understand shoe models that match consumer lifestyles. In addition, further research can also be conducted to analyze other variables that are likely to have an influence on purchase decisions for Geoff Max brand shoes among students in Purwokerto city such as social media marketing and E-WOM, further research can also re-examine those that have no influence on this study. In addition, research is also recommended to expand the scope of the sample used, such as not only involving students in one city but also from other cities.

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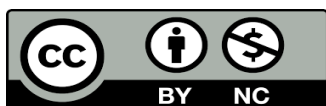
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