

## The Influence of Celebrity Endorser Credibility on Purchase Intention Mediated By Brand Love and BGBC



Andri Catur Trisetianto<sup>1</sup>, Mas Wahyu Wibowo<sup>2</sup>

<sup>1,2</sup>Faculty of Economics and Business, Universitas Mercu Buana, Indonesia

**ABSTRACT:** This research aims to analyze purchase intention in the influence of celebrity endorser credibility and mediated by brand love and belief in global brand citizenship. The population of this research is Tokopedia marketplace users. with a total sample of 194. The data analysis method uses Structural Equation Model-Partial Least Square (SEM-PLS). The research results found that celebrity endorser credibility has a significant impact on brand love, celebrity endorser credibility has a significant impact on belief in global brand citizenship BGBC, brand love has a significant impact on purchase intention, belief in global brand citizenship BGBC has a significant impact on purchase intention, celebrity endorser credibility has a significant impact on purchase intention. Brand love mediates celebrity endorser credibility on purchase intention. However, BGBC's belief in global brand citizenship, which mediates celebrity endorser credibility, has no influence on purchase intention. This implications of this research are discussed in the article

**KEYWORDS:** Celebrity Endorser Credibility, Brand Love, Belief in Global Brand Citizenship, Purchase Intention, Marketplace.

### I. INTRODUCTION

Along with the development of technology, business, and economic systems in this increasingly advanced era, everyone is innovating to gain profits. With the ease of accessing the internet, buying and selling transactions have increased in use online, resulting in an impact on the daily lives of business owners and consumers. Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period, an increase compared to the pre-pandemic 2019-2020 period of 196.71 million people. Source: (Nurhanisah, 2023) Increase This internet penetration is in line with restrictions on community activities during the pandemic caused by Coronavirus Disease 19 or Covid-19.

Various work, study, and shopping activities are increasingly carried out by utilizing digital technology from home. In line with the massive digital acceleration caused by the coronavirus Virus 19 or the COVID-19 pandemic, the number of internet users in Indonesia has increased, including changes in MSME business models and repeat purchases by consumers thereby making the digital world market more promising. When COVID-19 spread to all countries, including Indonesia, the economic ecosystem was paralyzed. Many buying and selling transactions further developed the economy through the latest innovations in digital marketing on all platforms so that the developed businesses could survive and develop. This increase in penetration is still driven by the use of the internet, which is increasingly becoming a necessity for society, resulting in online shopping activities through various e-commerce. People can shop to fulfill their needs without going to a shop but by accessing it via smartphone from home and then waiting for the goods to be sent home.

Judging from the growth in the number of monthly visitors, during the pandemic, three marketplaces grew the largest in Indonesia. This is indicated by the largest growth in e-commerce visitors, namely Shopee which reached 129 million, Tokopedia 114 million, and Bukalapak 38 million. In online stores, it is certainly more difficult than in offline stores, there is no longer COVID-19/Covid 19 pandemic or PPKM is no longer enforced so you have to compete tightly between online and offline stores to attract consumers' attention, then in online or E-Commerce stores consumers can only look at a product in the photo but cannot touch and see the quality of the product directly. Starting from a simple website, now marketplaces in Indonesia continue to compete to develop various features that can be offered so that they can continue to compete for consumers' attention.

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The Tokopedia marketplace is of particular concern because it has succeeded in endorsing well-known artists such as BTS as its brand ambassadors, Tokopedia's various ways of e-commerce competition are getting tougher, in increasing consumer purchase intention, including celebrity-endorsed credibility, celebrity endorser credibility refers to famous figures or celebrities employed by Tokopedia to promote their brands, one of which is currently loved by young people, namely BTS. BTS, an abbreviation of Bangtan Sonyeon and "Beyond the Scene", is a boy band from South Korea, BTS has become a global superstar who has managed to break countless world records, they also provide a positive influence through activities such as the LOVE MYSELF campaign and the 'Speak speech Yourself' at the UN.

This campaign makes the boy band influence in terms of their influence and ability to create positive change in society globally cannot be ignored, for this reason, Tokopedia is looking at the boy band BTS because it is hoped that they will have an impact on social and the environment at a global level. Tokopedia announced that the South Korean boy group, BTS, will officially become brand ambassadors in 2019. Tokopedia chose BTS as a brand ambassador for a reason, namely that according to William Tokopedia's co-founder and CEO, BTS, with its positive messages that they consistently convey, is in line with Tokopedia's vision. However, in 2020 Tokopedia was in second place after Shopee, and in the first quarter of 2019 Tokopedia was in first place with 137 million visitors, then in the first quarter of 2020, Tokopedia was still in second place with 68.8 million visitors ( Dave Tzeliang, 2021).

The decline in visitors after using BTS as Tokopedia brand ambassadors shows that there needs to be a better alignment between expectations or what should happen and what is happening in the field. The research context of celebrity endorser's credibility in the E-Commerce industry is specifically discussed from a branding perspective which focuses on emotional aspects. Then, according to the previous managerial description, the phenomenon generally discussed in previous research is purchase intention. Brand love or love of a brand is a concept that refers to the extent to which consumers feel attached to, have an emotional affiliation with, and are loyal to a brand. This is an important factor in building long-term relationships between brands and customers (Hwang & Kandampully, 2012), brand love is a powerful emotional experience both in terms of interpersonal relationships and the relationship between consumers and brands.

## **II. LITERATURE REVIEW AND RESEARCH DEVELOPMENT**

Based on the stated research objective, namely to determine the influence of celebrity endorser credibility on purchase intention mediated by brand love and belief in global brand citizenship (bgbc). This research uses one independent variable, one dependent variable, and two mediating variables. The theories used in this research are stimulus, organism, and response. Stimulus organism responsive (S-O-R) theory, according to Wu and Li (2018) This theory explains how organisms mediate the relationship between stimulus and response through affective and cognitive mediation mechanisms. The organism is represented by an intermediate state that reflects the psychological processing of environmental cues.

### **A. The Influence of Celebrity Endorse Credibility on Brand Love**

Based on research conducted by (Burnasheva & Suh, 2022) Celebrity Endorse Credibility has a positive and significant effect on brand love. In line with (Trivedi & Sama, 2021) it also shows that celebrity-endorsed credibility has a positive and significant effect on brand love. Based on this statement then

*H1: Celebrity Endorse Credibility has a positive and significant influence on Brand Love.*

### **B. The Influence of Celebrity Endorse Credibility on Belief in Global Brand Citizenship (BGBC)**

The results (Zhou et al., 2020) show that celebrity-endorsed credibility has a positive and significant effect on belief in global brand citizenship (BGBC). Based on this statement. propose the following hypothesis:

*H2: Celebrity-endorsed credibility has a positive and significant influence on Belief in Global Brand Citizenship (BGBC).*

### **C. The Influence of Brand Love on Purchase Intention**

Based on the results of research conducted by (Navaneethakrishnan & Sathish, 2020), show that Brand Love has a positive and significant effect on Purchase Intention. In line with research conducted by (Trivedi & Sama, 2021) shows that Brand Love has a significant and influential effect on Purchase Intention. Based on this statement, propose the following hypothesis:

*H3: Brand Love has a positive and significant influence on Purchase Intention.*

### **D. The Influence of Belief in Global Brand Citizenship (BGBC) on Purchase Intention**

Based on the results of research conducted by (Burnasheva & Suh, 2022), shows that BGBC has a positive and significant effect on Purchase Intention. Based on this statement, we propose the following hypothesis:

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H4: Belief in Global Brand Citizenship (BGBC) has a positive and significant influence on Purchase Intention.

### E. The Influence of Celebrity Endorse Credibility on Purchase Intention

Based on the results of research conducted by (Wang et al., 2017), shows that celebrity-endorsed credibility has a positive and significant effect on purchase intention. In line with research conducted by (Rodrigues & Rodrigues, 2019) shows that celebrity-endorsed credibility has a significant and influential effect on purchase intention. Based on this statement, we propose the following hypothesis:

H5: Celebrity endorsement credibility has a positive and significant influence on Purchase Intention.

### F. The Influence of Celebrity Endorse Credibility on Purchase Intention Mediated by Brand Love

Studies show that brand love can mediate this, supported by research conducted by (Rodrigues & Rodrigues, 2019) showing that brand love strengthens purchase intention. Based on this statement, we propose the following hypothesis:

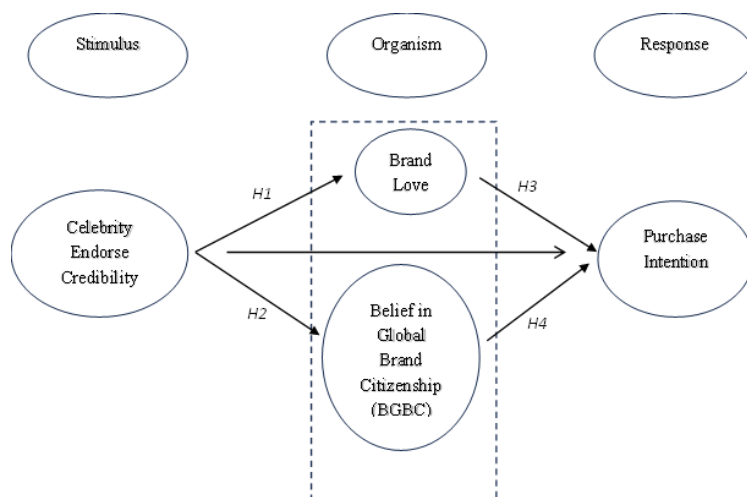
H6: Brand love mediates celebrity endorsement credibility on Purchase Intention.

### G. The Influence of Celebrity Endorse Credibility on Purchase Intention Mediated by Belief in Global Brand Citizenship (BGBC)

Studies show that belief in global brand citizenship (BGBC) can be a mediator, this is supported by research conducted by (Zhou et al., 2020) showing that belief in global brand citizenship (BGBC) strengthens purchase intention. Based on this statement, we propose the following hypothesis:

H7: Belief in Global Brand Citizenship (BGBC) mediates celebrity endorsement credibility on Purchase Intention.

Conceptual Framework



## III. METHOD

This research uses quantitative methods with an associative approach, involving a population of active marketplace users with a sample of 270 respondents. Data was collected through an online questionnaire and analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM), with the evaluation of the outer model, inner model, direct hypothesis test, and mediation test.

## IV. RESULT AND DISCUSION

### A. Identify of Respondents

Respondent identity is a summary of the objects that are respondents in the research. Before distributing the questionnaire, respondents who used the Tokopedia marketplace were screened so that respondents could get answers that were in line with the objectives of this research. Regarding research identity, respondents were then divided into different categories based on gender, monthly income, age, education, occupation, and domicile. The data in Table 1 below of the respondents in this study is dominated by male respondents, namely 75 respondents and 119 female respondents. monthly income of 4,000,000 to 8,000,000, respondents in this study were dominated by those aged 24 years to 39 years, education level was dominated by undergraduate (S1), namely 71 respondents, followed by Diploma education with 47 respondents. The work is dominated by private employees, namely 69 respondents, and this research conducted a survey of people on the island of Java, including Bekasi 33 respondents, Bogor 21 respondents, Depok 20 respondents, Tangerang 23 respondents, Jakarta 19 respondents, Bandung 25 respondents, Surabaya 16 respondents, Semarang 24 respondents, Yogyakarta 13 respondents.

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**Table 1: Identity Of Respondents**

<b>Respondent</b>	<b>Sum</b>	<b>Percentage</b>
<b>Information</b>		
<b>Gender</b>		
Man	75	38,7%
Woman	119	61,3%
<b>Total</b>	<b>194</b>	<b>100%</b>
<b>Income</b>		
Less than 4 Million	36	18,6%
4 – 8 Million	66	34,0%
9 – 13 Million	55	28,4%
14 – 18 Million	25	12,9%
19 – 22 Million	10	5,2%
More than 23 Million	2	1,0%
<b>Total</b>	<b>194</b>	<b>100,0%</b>
<b>Age</b>		
15 – 23	43	22,2%
24 – 39	91	46,9%
40 – 55	51	26,3%
Above 55	9	4,6%
<b>Total</b>	<b>194</b>	<b>100,0%</b>
<b>Education</b>		
SMP	5	2,6%
SMA	50	25,8%
Diploma (D1-D4)	47	24,2%
Bachelor (S1)	71	36,6%
Magister (S2)	18	9,3%
Doctor (S3)	3	1,5%
<b>Total</b>	<b>194</b>	<b>100,0%</b>
<b>Work</b>		
Student	27	13,9%
Housewife	8	4,1%
Employee	1	0,5%
Government employees (PNS)	22	11,3%
Government employees	1	0,5%
Private employees	69	35,6%
Retired	4	2,1%
Self-employed	61	31,4%
Entrepreneur	1	0,5%
<b>Total</b>	<b>194</b>	<b>100,0%</b>
<b>Domicile</b>		
Bekasi	33	17,0%
Bogor	21	10,8%
Depok	20	10,3%
Tangerang	23	11,9%
Jakarta	19	9,8%
Bandung	25	12,9%
Surabaya	16	8,2%
Semarang	24	12,4%
Yogyakarta	13	6,7%
<b>Total</b>	<b>194</b>	<b>100,0%</b>

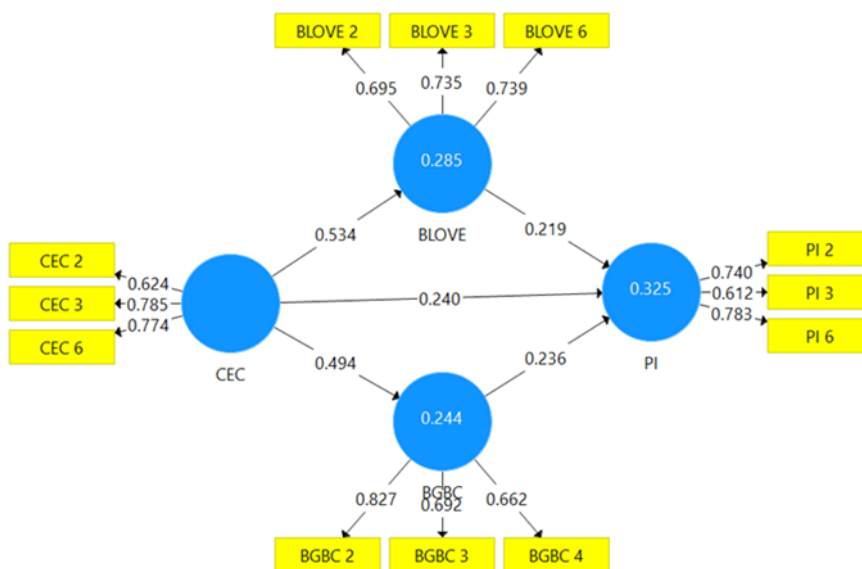
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### B. Outer Model Test

#### Factor Loading

According to Hair et al. (2017), the factor loading value of an indicator is above 0.7 for the targeted construct. However, factor loading values between 0.4 and 0.7 are still acceptable, whereas if the indicator has a factor loading value below 0.4 then it is not accepted and must be removed from the model.

Indicator	Factor Loading	Information
BGBC 2	0.827	Passed Test
BGBC 3	0.692	Passed Test
BGBC 4	0.662	Passed Test
BLOVE 2	0.695	Passed Test
BLOVE 3	0.735	Passed Test
BLOVE 6	0.739	Passed Test
CEC 2	0.624	Passed Test
CEC 3	0.785	Passed Test
CEC 6	0.774	Passed Test
PI 2	0.74	Passed Test
PI 3	0.612	Passed Test
PI 6	0.783	Passed Test



#### Output PLS Algorithm

##### Convergent Validity

Convergent Validity relates to the principle that the measures of a construct should be highly correlated. Convergent validity occurs if the scores obtained from two different instruments measuring the same construct have a high correlation (Jogiyanto & Abdillah, 2019). An Average Variance Extracted (AVE) value of 0.5 or more indicates that the average of a construct explains more than the variance of its indicators (Hair et al., 2017). The following are the convergent validity results:

##### Average Variance Extracted (AVE)

	CEC	BLOVE	BGBC	PI
<b>AVE</b>	0,535	0,523	0,534	0,512

Based on the table above, it shows that each indicator has a factor loading value that matches the recommended value, so it can be declared valid.

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### Discriminant Validity

Discriminant Validity tests the extent to which a construct is truly different from other constructs. Discriminant validity can be done through the Fornell-Larcker Criterion, namely comparing the root of the AVE with the correlation between variables. (Ananto et al., 2022). The following are the test results for discriminant validity.

#### Fornell-Larcker Criterion

	BGBC	BLOVE	CEC	PI
BGBC	0.731			
BLOVE	0.498	0.723		
CEC	0.494	0.534	0.731	
PI	0.463	0.464	0.473	0,715

Based on the table above, it shows that in each category the square root of the AVE for each construct is greater than the correlation between one construct and the other constructs. So it can be stated that it has met the discriminant validity criteria.

### C. Inner Model Test

#### R-Square Test ( $R^2$ )

	Result
BGBC	0.244
BLOVE	0.285
PI	0.325

Based on the table above, it shows that the variables in each category can be said to be weak. Because according to Ghazali & Latan (2020) a value of 0.75 in  $R^2$  means good, while a value of 0.50 in  $R^2$  means moderate and a value of 0.25 in  $R^2$  means weak. However, Hair et al. (2017) said that an  $R^2$  value of 0.20 is considered high in scientific disciplines.

#### Effect Size Test ( $f^2$ )

Hubungan	$f^2$	Effect Size
BGBC → CEC	0,323	Big
BLOVE → CEC	0,399	Big
PI → CEC	0,055	Small

Based on the complete category table above, the  $f^2$  value for the relationship between Belief in Global Brand Citizenship (BGBC) and celebrity endorsed credibility is 0.323, which means it has a large effect size, the  $f^2$  value between Brand Love (BLOVE) and celebrity endorsed credibility is 0.399, which means it has an effect. large size, while the relationship between purchase intention and celebrity endorsed credibility, the  $f^2$  value is 0.055, which means it has a small effect size.

### Hipotesis Test

Hipotesis	Hubungan	Path Coefficient	Standard Deviation (STDEV)	T-statistics	P-Value	Conclusion
H1	CEC BLOVE	0.534	0.079	6.733	0.000	Accepted
H2	CEC BGBC	0.494	0.105	4.692	0.000	Accepted
H3	BLOVE PI	0.219	0.089	2.457	0.014	Accepted
H4	BGBC PI	0.236	0.104	2.267	0.023	Accepted
H5	CEC PI	0.240	0.102	2.347	0.019	Accepted

Based on the results of the table above, it can be concluded that several direct hypothesis test results are:

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1. Based on hypothesis testing in this research, the T-statistics value was 6.733, the p-value was 0.000, and the path coefficient was 0.534. The T-statistics value is greater than the T-table value of 1.96, the p-value is in accordance with what is recommended, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that celebrity endorsed credibility (CEC) has a positive and significant effect on brand love (BL) so that **H1 is accepted**.

2. Based on hypothesis testing in this research, the T-statistics value was 4.692, the p-value was 0.000, and the path coefficient value was 0.494. The T-statistics value is more than the T-table value of 1.96, the p-value is in accordance with the recommended value, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that celebrity endorsement credibility (CEC) has a positive and insignificant effect on belief in global brand citizenship (BGBC) so that **H2 is accepted**.

3. Based on hypothesis testing in this research, the T-statistics value was 2.457, the p-value was 0.014, and the path coefficient value was 0.219. The T-statistics value is more than the T-table value of 1.96, the p-value is in accordance with the recommended value, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that brand love (BL) has a positive and significant effect on purchase intention (PI) so that **H3 is accepted**.

4. Based on hypothesis testing in this research, the T-statistics value was 2.267, the p-value was 0.023, and the path coefficient value was 0.236. The T-statistics value is more than the T-table value of 1.96, the p-value is in accordance with the recommended value, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that belief in global brand citizenship (BGBC) has a positive and significant effect on purchase intention (PI) so that **H4 is accepted**.

5. Based on hypothesis testing in this research, the T-statistics value was 2.347, the p-value was 0.019, and the path coefficient value was 0.240. The T-statistics value is greater than the T-table value of 1.96, the p-value is in accordance with what is recommended, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that celebrity endorsed credibility (CEC) has a positive and significant effect on purchase intention (PI) so that **H5 is accepted**.

### Mediation Test

Hipotesis	Hubungan	Path Coefficient	Standard Deviation (STDEV)	T-statistics	P-Value	Conclusion
H6	CEC -> BLOVE -> PI	0.117	0.051	2.299	0.022	Accepted
H7	CEC -> BGBC -> PI	0.116	0.063	1.835	0.067	Rejected

Based on the results of the table above, it can be concluded that several results of the moderation hypothesis test are:

1. Based on hypothesis testing in this research, the T-statistics value was 2.299, the p-value was 0.022, and the path coefficient value was 0.117. The T-statistics value is greater than the T-table value of 1.96, the p-value is following what is recommended, namely less than 0.05, and the path coefficient value shows a positive value. These results indicate that there is a mediating effect of brand love (BLOVE) between celebrity-endorsed credibility (CEC) on purchase intention (PI) so that **H6 is accepted**.

2. Based on hypothesis testing in this research, the T-statistics value was 1.835, the p-value was 0.067, and the path coefficient value was 0.116. The T-statistics value is greater than the T-table value of 1.96, the p-value does not match the recommended value, namely more than 0.05, and the path coefficient value shows a positive value. These results indicate that there is no mediating effect of belief in global brand citizenship (BGBC) between celebrity-endorsed credibility (CEC) on purchase intention (PI) so **H7 is rejected**.

## D. DISCUSSION

### The Influence of Celebrity Endorse Credibility on Brand Love

Based on the results of hypothesis testing in this research, it shows that Celebrity Endorse Credibility has a positive and significant effect on Brand Love. The results of this research are in line with research conducted by (Zhang et al., 2020) where the research results show that Celebrity Endorse Credibility has a positive and significant effect on Brand Love. This is because choosing a celebrity endorser who is considered trustworthy, knowledgeable and experienced, the aim is to attract the brand and strengthen consumers' love for the brand.

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### **The Influence of Celebrity Endorse Credibility on Belief in Global Brand Citizenship**

Based on the results of hypothesis testing in this research, it shows that Celebrity Endorse Credibility has a positive and significant effect on Belief in Global Brand Citizenship. The results of this research are in line with research conducted by (Zhou et al., 2020) where the research results show that Celebrity Endorse Credibility has a positive and significant effect on Belief in Global Brand Citizenship. This shows that very popular stars have strong market appeal at the global consumer level in the context of global consumer culture convergence. This also shows the influence of brands introduced by international stars in this case providing a strong endorsement effect on the brand.

### **The Influence of Brand Love on Purchase Intention**

Based on the results of hypothesis testing in this research, it shows that Brand Love has a positive and significant effect on Purchase Intention. The results of this research are in line with research conducted by (Navaneethakrishnan & Sathish, 2020) where the research results show that Brand Love has a positive and significant effect on Purchase Intention. This is because emotional consumers or consumers who are emotionally connected tend to be influenced by love for a brand, thereby forming a strong purchase intention towards a particular brand.

### **The Influence of Belief in Global Brand Citizenship on Purchase Intention**

Based on the results of hypothesis testing in this research, it shows that Belief in Global Brand Citizenship has a positive and significant effect on Purchase Intention.

### **The Influence of Celebrity Endorse Credibility on Purchase Intention**

Based on the results of hypothesis testing in this research, it shows that Celebrity Endorse Credibility has a positive and significant effect on Purchase Intention. The results of this research are in line with research conducted by (Wang et al., 2017) where the research results show that Brand Love has a positive and significant effect on Purchase Intention. This is because emotional consumers or consumers who are emotionally connected tend to be influenced by love for a brand, thereby forming a strong purchase intention towards a particular brand.

### **The Influence of Celebrity Endorse Credibility on Purchase Intention mediated by Brand Love**

Based on the hypothesis test in this research, it shows that there is a mediating effect of Brand Love between Celebrity Endorse Credibility and Purchase Intention.

### **The Influence of Celebrity Endorse Credibility on Purchase Intention mediated by Belief in Global Brand Citizenship**

Based on the hypothesis test in this research, it shows that there is no mediating effect of Belief in Global Brand Citizenship between Celebrity Endorse Credibility and Purchase Intention.

## **V. CONCLUSION**

Based on the analysis and discussion, the following conclusions can be drawn:

1. The significant influence of Celebrity Endorse Credibility on Brand Love shows that the influence of celebrities, in this case K-Pop BTS, has an impact on consumers because the presence of credible celebrities is a key element in forming strong emotional bonds with brands.
2. The significant influence of Celebrity Endorse Credibility on Belief in Global Brand Citizenship, this shows that consumers tend to believe more in the global social responsibility of a brand when the chosen celebrity endorser is considered credible. This creates a huge opportunity for companies looking to strengthen their brand image as responsible global citizens.
3. The significant influence of Brand Love on Purchase Intention, shows that a high level of Brand Love positively and significantly influences the intention to make a purchase. Respondents who feel a strong emotional bond with a brand tend to be more inclined to consider and involve themselves in purchasing transactions. This illustrates the importance of building positive and meaningful relationships between consumers and brands to stimulate purchasing behavior.
4. The significant influence of Belief in Global Brand Citizenship on Purchase Intention, consumer awareness of the brand's social and environmental initiatives has a positive impact on their purchasing decisions. Therefore, companies can utilize marketing strategies that reinforce their commitment to global social responsibility to increase trust and motivate consumers to contribute through purchases.
5. The significant influence of Celebrity Endorse Credibility on Purchase Intention, shows that consumers tend to be more inclined to consider and buy products or services endorsed by celebrities who are considered credible. Therefore, companies can view the selection of celebrity endorsers as a strategic investment in motivating consumers to participate in purchasing activities.



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6. The significant influence of Celebrity Endorse Credibility on Purchase Intention in brand love mediation, shows that consumer trust in celebrity credibility not only creates a direct emotional connection with the brand but also forms purchase intentions through the Brand Love mediation mechanism.
7. There is no influence of Celebrity Endorse Credibility on Purchase Intention as mediated by belief in global brand citizenship

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