

# The Influence of Celebrity Endorsers, Attitude Towards the Brand Through Brand Image on Customer Purchasing Decisions on Glico Wings Ice Cream

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## Abstract

This study aims to examine the influence of Celebrity Endorser, Attitude Toward the Brand through Brand Image on Customer Purchase Decisions on Glico Wings ice cream. This research is motivated by an increase in purchase decisions due to promotions from celebrity endorsers, thus creating an Attitude Toward Brand from consumers and finally creating a good Brand Image. This study used respondents with the criteria of having Instagram social media accounts and having bought and tasted Glico Wings ice cream in the Tangerang area. The sampling technique used in this study used a purposive sampling technique of 170 respondents using the SEM analysis method. The results of the research in this study show that Celebrity Endorser and Attitude Toward the Brand have a positive effect on Brand Image, Celebrity Endorser and Attitude Toward the Brand also have a positive effect on Purchase Decisions, but Brand Image has no effect on Purchase Decisions. Then Brand Image mediates Celebrity Endorser also has no effect on purchase decisions and also Brand Image mediates Attitude Toward the Brand also has no effect on purchasing decisions. Managerial implications for Glico Wings ice cream in order to be able to improve marketing strategies by using various platforms, content and features that are in accordance with the characteristics and preferences of their Celebrity Endorsers for the target market they are targeting and can provide superiority in their products and carry out brand awareness through social media ads and Google ads.

**Keywords:** Celebrity endorser, Attitude toward the brand, Brand image, Purchase decision.

## INTRODUCTION

In the contemporary business environment, manufacturers are compelled to adopt a range of strategies to effectively engage consumers and ensure their continued viability in the context of intense commercial competition. Organisations continue to engage in innovative practices and expand the distribution of their products in order to meet consumer demands and preferences. Promotion, defined by its efficacy and effectiveness, represents a crucial marketing strategy deployed by companies with the objective of augmenting the sales volume of their merchandise. A variety of strategies are employed by organisations with the objective of encouraging innovation, which in turn aims to increase product promotion and attract consumer interest. (Dewa, 2018)

Consumer attitudes are a significant determinant of purchasing decisions. This is in line with the theoretical framework put forward by Fadhila et al. (2020), which suggests that there are two different factors that influence consumer purchasing decisions: purchase intentions and purchase decisions (Fadhila et al., 2020). The initial factors can be discerned through the attitudes exhibited by individuals, whereas the subsequent factors become evident through the influence of unanticipated situational elements. Consumer attitudes play a pivotal role in influencing purchasing decisions, which encompass a multitude of dimensions, including cognitive, emotional, and behavioural components.

The contemporary business environment is characterised by intensifying competition, necessitating that companies pursue market share acquisition as a means of attaining competitive advantage. Manufacturers respond to consumer demands and preferences by offering a diverse range of products, each featuring distinct innovations and benefits. The deployment of endorsers is intended to enhance the efficacy of product delivery, thereby contributing to overall product success (Kalangi et al., 2019). The strategic deployment of endorsers can facilitate the expedient and efficient introduction of a company's products to consumers. In order to increase sales, companies frequently engage in the practice of employing public figures to promote their products or

services via their personal social media platforms. The practice of incorporating celebrities into promotional campaigns is commonly referred to as celebrity endorsement. The strategic use of endorsers has the potential to differentiate competing products in the market (Nggilu et al., 2017).

The term "social media" is used to describe online platforms and applications that allow users to create, share, and exchange information, ideas, and content. One of the most prominent social media platforms in Indonesia is Instagram, which is widely recognised as a key platform for social interaction and content sharing. Internal data from Instagram indicates that Indonesia is emerging as the leading market in the Asia-Pacific region, with a substantial user base of 45 million people engaging with the platform on a monthly basis. The number of users has increased exponentially, with a growth rate exceeding 100%. In the early months of 2016, there were 22 million users; by the end of the year, this number had risen to 45 million. A report by the Jakarta Post (2017) indicates that individuals from Indonesia constitute over 6% of the total 700 million monthly active users on Instagram at the conclusion of the first quarter of 2017. The potential of Instagram as a marketing platform, coupled with the large user base in Indonesia, presents a favourable prospect for marketers to advertise their products effectively. In order to attract potential customers, marketers employ individuals who have a large following on their Instagram profiles, commonly referred to as celebrity endorsers. The concept of a celebrity endorser can be traced back to the practice of celebrity endorsement, whereby individuals are recognised by the public for their achievements in domains outside of their primary field of expertise (Fitri, 2018).

The evaluation of a company's marketing success encompasses not only the quality of the product itself, but also the brand image associated with it. The formation of a brand image is of great significance in differentiating a product or service from competitors in the market. The lack of a robust and appealing brand image presents a significant obstacle for companies seeking to attract and retain both new and existing customers. Consequently, it is of paramount importance for organisations to maintain their brand identity (Dewi, 2019). As Adiwidjaja and Tarigan (2017) observe, consumers tend to place trust in products that originate from reputable or widely recognised brands. Consequently, organisations seek to reinforce their brand position with the objective of cultivating a favourable brand image that becomes deeply embedded in the consumer psyche. The role of brand image in facilitating consumer recognition of products, assessment of quality, reduction of purchase uncertainty, and acquisition of experience and satisfaction derived from distinctive product attributes is of significant importance (Adiwidjaja, A.J. and Tarigan, 2017).

Consumer attitudes are shaped by consumers' tendency to engage in actions related to a particular object, where the main action involves evaluating the object of their interest with the intention of final ownership. Attitude can be defined as a comprehensive assessment that allows individuals to express a positive or negative response to the object being evaluated. A positive attitude towards a particular product or brand is a significant predictor of consumer interest in purchasing that product or brand (Mubarok, 2018).

This study addresses the research gap concerning the influence of celebrity endorsers and attitudes towards brands, with brand image acting as an intermediary factor in shaping purchasing decisions. The objective of this study is to examine the correlation between the four variables and the underlying factors that contribute to the observed variation. This study was conducted on two distinct groups of ice cream consumers: those who can be considered ice cream connoisseurs and those who are not. The analytical tool employed in this study is the structural equation modelling (SEM) analysis tool. The primary objective of this study is to ascertain the direct and indirect effects of celebrity endorser, attitude towards the brand, brand image and purchase decision. The primary objective is to identify specific variables that are influenced by celebrity endorser and to determine the influence of attitude towards the brand and brand image on consumer purchasing decisions.

### **Literature Review**

According to Darmoyo & Fenny (2019) Celebrity Endorser refers to the use of well-known personalities who enjoy popularity and admiration among consumers, with the aim of influencing consumer attitudes and behaviour in relation to a particular brand or product (Fenny & Darmoyo, 2021). The justification underlying this particular approach lies in Celebrity's ability to attract public attention to a brand and influence its formation. The phenomenon of Brand perception refers to the inferences made by consumers regarding a particular brand, particularly those derived from their knowledge of the associated Celebrity. There is an expectation that individuals who admire the Celebrity will also develop an interest in the product or service associated with the Celebrity. In order to increase brand awareness, image, and response, it is crucial for the celebrity to have a high level of visibility. Celebrity endorsers, in particular, must have a prominent public image and have many

associations, good judgement, and reliable emotional resonance in terms of expertise, credibility, and attractiveness. Has a distinct correlation with the significance of a product's relevance (Keller & Swaminathan, 2020). The concept of Celebrity requires an authentic depiction of the diverse images or associations that consumers have regarding a particular brand. For a brand to be perceived as vibrant, youthful, and dynamic, the celebrity associated with the brand must embody these qualities as well. Brand personality is very important to marketers because it allows a product's Brand to show distinctiveness from its competitors, similar to the way human personality differentiates individuals. Function and price features by competitors are relatively straightforward, whereas imitation of personality traits tends to present a greater challenge. (Elekfino, putri vrisma and Suharna, 2020).

Attitude is considered a key concept in consumer behaviour which is defined as a set of beliefs, experiences, and feelings that form a tendency to act in a certain direction (Fitri, 2018). Attitude is defined as an individual's personal evaluations, emotional feelings, and action tendencies towards affairs, objects, ideas, and behaviours. It acts as the basis for an individual's willingness to behave in a certain way. The concept of attitude has been widely applied in the marketing context since the 1960s (Cuomo et al., 2019). Brand perception is an enduring judgement that has the potential to influence action. Consumer attitudes towards brands reflect the impact that consumers have on brands, which in turn affects their decision-making process, including brand selection (Zusrony, 2021). Therefore, Attitude towards a Brand can be understood as the subjective emotional reaction of individual consumers towards a product, either positive or negative, after exposure to advertisements promoting the product. An important element in increasing consumer purchase intention is Brand Attitude. If a brand is trusted, the frequency of purchase will be higher than a brand that is not trusted. Brands that consumers already know will be more attractive to buy (Regina & Anindita, 2022). Consumer purchasing decisions are often influenced by their attitudes towards certain brands. Consumers are more likely to purchase a brand when they have a good attitude towards the brand (Kusuma, 2020).

Firmansyah (2019) states that 'brand image is perceptions about the brand as reflected by the brand association held in consumer memory', brand image can be conceptualised as a cognitive construct that functions similarly to the information centre in the human brain, accommodating the significance of the Brand code for consumers (Firmansyah, 2019). Brand image, also referred to as brand perception, encompasses consumers' collective perceptions of a brand, which are influenced by memories of the product and emotional responses evoked by the brand (Kusuma, 2020) Consumer satisfaction and customer value are the results produced by an effectively managed brand. The measurement of Brand awareness includes various important indicators, including familiarity, satisfaction and pride, ease of recognition, and the capacity to influence consumer purchasing choices. As stated by Sitorus (2020) the concept of Brand Image includes a collective understanding and evaluation of a brand formed by consumer perceptions, Brand Image refers to the subjective perceptions held by consumers, where they form assumptions or expectations about companies that are not necessarily supported by real evidence (Sitorus, 2020). The influence of buyer quality perceptions on Purchasing Decisions and Brand loyalty is particularly significant in situations where buyers lack the motivation or ability to conduct thorough analyses (Gama, 2020).

In this day and age, many manufacturers choose to use celebrity endorsements as a strategic approach to increase market recognition for their products. To illustrate, Nike, one of the leading footwear brands, strategically used Michael Jordan as its product icon to foster the perception that wearing Nike shoes could potentially facilitate one's transformation into an outstanding basketball player (Dewa, 2018). According to Dewi (2019) consumer buying interest can be influenced by four main factors, namely celebrity credibility, celebrity likability, celebrity attractiveness, and celebrity influence. the absence of a strong and profitable brand image poses challenges for companies in their efforts to attract new customers and retain existing customers. Manufacturers have the potential to strategically utilise the right celebrity figure to embody their product image, thereby facilitating the acquisition of new customers and retaining existing customers. This research is supported by the findings of Yunita & Syah (2023) who in their research stated that celebrity endorsement has a significant influence on brand image, which means that the more intense the use of celebrity endorsement by a brand, the higher the trust that the brand will get (Yunita, C. and Syah, 2023). Based on the research above, it can be concluded that:

H1 : Celebrity Endorser has a positive effect on Brand Image

Ahmad (2017) states that attitude towards brands is defined as an overall evaluation of the brand made by consumers and reflects the response of consumer relations to the brand (Hanfan, 2017). Regina & Anindita (2022) attitudes towards brands can be formed from beliefs about the intrinsic attributes of a brand as well as the functional benefits and experiences that come with it (Regina & Anindita, 2022). Attitudes towards brands can be influenced by the brand image of a product, the more favourable the brand image, the more positive the attitude towards branded products and their attributes. Darmawan & Iriani (2021) state that when the brand image has been well formed in the minds of consumers, an attitude towards the brand will emerge (Darmawan & Iriani, 2021). Attitude towards the brand can be influenced by the brand image of a product, the more favourable the brand image, the more positive the attitude towards branded products and their attributes. This research is supported by Darmoyo & Fenny (2019) that the influence of attitudes towards brands has a positive and significant influence on brand image (Fenny & Darmoyo, 2021). Based on the research above, it can be concluded that:

H2 : Attitude Toward The Brand has a positive effect on Brand Image

Celebrities are believed to be more attractive and evocative than the use of ordinary people in influencing potential consumers. The group of celebrities commonly used as advertising stars is a group of artists, film stars, singers, models and even athletes known to the public (Setiana, R. and Marlien, 2021). Television stars, film actors, famous athletes are widely used in magazine advertisements, television which will support the marketing of a product. The advertising star (Celebrity Endorser) acts as a person who talks about the product. This will certainly affect consumer attitudes towards making purchases, where the delivery of an idol with his charisma will be more noticed by consumers and more trusted by consumers who they hear and see conveyed by the advertising star (Yunita, C. and Syah, 2023). Therefore, the use of celebrity endorsements can greatly help companies to market their products or services, communicate interactively with people to influence consumer perceptions, as well as find out people's responses to information provided by the company and outstanding reviews. This research is supported by Nurchalim & Tyas (2020) that celebrity endorsement makes a major contribution to the decisions made by consumers in buying a product (Nurchalim and Tyas, 2020). Based on the research above, it can be concluded that:

H3 : Celebrity Endorser has a positive effect on Purchasing Decisions.

Saleh & Said (2019) consumer attitudes are formed from the tendency of consumers to take action against objects, these consumer actions are to assess an object that they are interested in having (Saleh, M.Y. and Said, 2019). Attitude as a comprehensive evaluation and allows a person to respond in a way that is favourable or not to the object being assessed. According to research by Bawono et al. (2018) a set of beliefs, ideas and impressions that a person has towards an object where the attitude and impression that a person has towards an object is strongly conditioned by the image of that object (Bawono et al., 2018). This means that a person's beliefs, ideas and impressions have a very big influence on the behaviour and responses he might do, brand attitudes and consumer purchase intentions can occur when consumers begin to form considerations about brands in their minds and then search for information (Regina & Anindita, 2022). This research is supported by Mubarok (2018) Consumers who already have a positive attitude towards a product or brand, will generate purchase interest in the product or brand (Mubarok, 2018). Based on the research above, it can be concluded that:

H4 : Attitude Toward The Brand has a positive effect on Purchasing Decisions

The tendency of a consumer is to like to be attracted to a brand, in certain brand products it is able to make consumers captivated and intend to collect more from the brand, one of the ways that is done is to intend to buy the product again. The intention to buy a product, apart from being determined by the brand, is also how often the product is heard, seen and used (Setiana, R. and Marlien, 2021). indicators of purchasing decisions are buy or not buy related to confidence in buying and would not expect any problems which are expectations not to get risks, and considerations for getting benefits from the product. When a brand image that is positively attached is able to create brand trust in consumers, consumers will have risk considerations in a positive direction so that it influences consumers to finally make a purchase (Adiwidjaja, A.J. and Tarigan, 2017). This research is supported by Mubarok (2018) that brand image makes a major contribution to the decisions made by

consumers in buying a product (Mubarok, 2018). Based on the research above, it can be concluded that:

H5 : Brand Image has a positive effect on Purchasing Decisions

In an effort to increase sales, companies often endorse public figures to promote an item or service through their personal accounts on social media. The use of advertising stars in a promotion is also called a celebrity endorser, where through celebrity endorsers marketers can differentiate with competitor products in the market, to build a brand and be trusted is not easy, it takes time and a good strategy to steal brand awareness of a product or service (Firmansyah, 2019). Therefore, achieving consumer awareness is one of the marketing targets that companies need to aim for. Brand awareness plays a role in influencing consumer purchasing decisions. With high brand awareness, it allows companies to increase sales of a product (Nggilu et al., 2017). The success of the celebrity endorser strategy depends on the compatibility of the celebrity image with the product. Therefore, the suitability between celebrities and the right product can help to form a brand image so that it can boost sales value. The use of celebrity endorsers who have millions of followers on their social media accounts, and are on the rise, will be very easy to form public awareness of the brands they support. Dewa (2018) said that the factor that becomes the main focus in choosing a celebrity endorser is the popularity of the celebrity. This research is supported by Fitri (2018) that celebrity endorsement makes a major contribution to purchasing decisions through brand image in buying a product.

H6 : Brand Image mediates Celebrity Endorser on Purchasing Decisions

The phenomenon of consumer attitudes in the cognitive component is less than optimal due to the slow service provided by employees to consumers who need help when making purchases which causes consumers to choose to make purchases elsewhere (Fadhila et al., 2020). According to Yulia et al. (2019) Consumer attitudes are formed from the tendency of consumers to take action against objects, these consumer actions are to assess an object that they are interested in having (Yulia et al., 2019). Attitude as a comprehensive evaluation and allows a person to respond in a way that is favourable or not to the object being assessed. Consumers who already have a positive attitude towards a product or brand, will generate purchase interest in the product or brand. Mufti & Mubarok (2018) argue that interest plays an important role in determining how people behave. The term purchase interest means purpose and is generally used to understand consumer goals in making a purchase decision. The better the image of a product or brand, it will increase consumer decisions to make purchases of a product or brand. This research is supported by Cuomo et al. (2019) that the influence of attitudes towards brands contributes to purchasing decisions through brand image in buying a product.

H7 : Brand Image mediates Attitude Toward The Brand on Purchasing Decisions

## METHODS

The design of this research is explanatory research which aims to test a theory or hypothesis to strengthen or reject the theory or hypothesis of pre-existing research results. This study examines the causal relationship between variables which is the direct effect or indirect effect of the independent variable (exogenous) on the dependent variable (endogenous) and the mediating variable on the endogenous variable (Purwanza, 2022). The variables in this study include Celebrity Endorser (X1), Attitude Toward The Brand (X2), Brand Image (Z), and Purchase Decision (Y). The data used for analysis purposes in this study are data consisting of primary data obtained from distributing questionnaires.

In this study, there is an independent variable, namely Celebrity Endorser and Attitude Toward The Brand, a mediating variable, namely Brand Image and a dependent variable, namely Purchasing Decisions. Measurement of the Celebrity Endorser variable uses indicators from Nurchalim & Tyas (2020), namely expertise, trustworthiness, similarity, familiarity, and likability (Nurchalim and Tyas, 2020). Measurement of the Attitude Toward The Brand variable uses indicators from Ahmad (2017), namely brands are remembered, brands are liked, and brands are chosen. Measurement of Brand Image variables using indicators from Anang (2019), namely brand awareness, brand association, perceived quality, and brand loyalty. Measurement of Purchasing Decision variables using indicators from Firmansyah (2018), namely marketing stimuli, other stimuli, buyer characteristics, buying decision process, and buyer decisions.

The population in this study were Instagram social media users who had bought and tasted Glico Wings

ice cream in the Tangerang area. Determination of the number of samples in the study using the method formula (Sarstedt et al., 2022) where the formula used is the minimum sample size of 5 x the number of statements where there are 34 statements in this questionnaire, so that the sample size obtained is 170 respondents. This study uses a non-probability sampling method (non-random sampling) or purposive sampling. According to Purwanza et al. (2022) purposive sampling is that researchers determine certain criteria based on research needs and select members of the population who meet the specified criteria to participate as respondents in this study. These criteria are Instagram social media users who have bought and tasted Glico Wings ice cream in the Tangerang area.

This research analysis method uses Structural Equation Modeling SEM to analyse the relationship between variables and measure the effect of one variable on another. In this study, data collection was carried out using a questionnaire, with the scale used being a Likert scale containing one to four levels of answers. Therefore, a measuring instrument is used to measure its validity and reliability. The validity test uses convergent validity and discriminant validity. Convergent validity using the loading factor value guideline > 0.7, but a loading value of 0.6 to 0.7 is still acceptable and Average Variance Ectraced (AVE) > 0.5 (Hair et al., 2022). Meanwhile, to test reliability using Cronbach Alpha guidelines > 0.7 and composite reliability > 0.7 or 0.6 - 0.7 is acceptable for exploratory research. Furthermore, the inner model test is carried out to test the relationship of the variable preparation indicators. The measurements used are R-square, Path coefficient and Indirect Effect. The R-square test guidelines are 0.75 indicating a strong model, 0.50 moderate and 0.25 weak. Guidelines for path coefficient values range from -1 to 1, with values closer to 1 or -1 indicating a stronger positive or negative relationship. For guidelines on significant indirect effects, a T statistic value  $\geq 1.96$  and a P value  $\leq 0.05$  are used (Haryono, 2016).

**RESEARCH RESULTS AND DISCUSSION**

Measurement model evaluation is an evaluation of the relationship between constructs and their indicators. This evaluation goes through two stages, namely evaluation of convergent validity (seen based on the loading factor for each construct) and discriminant validity (see the output of composite reliability or Cronbach's alpha).

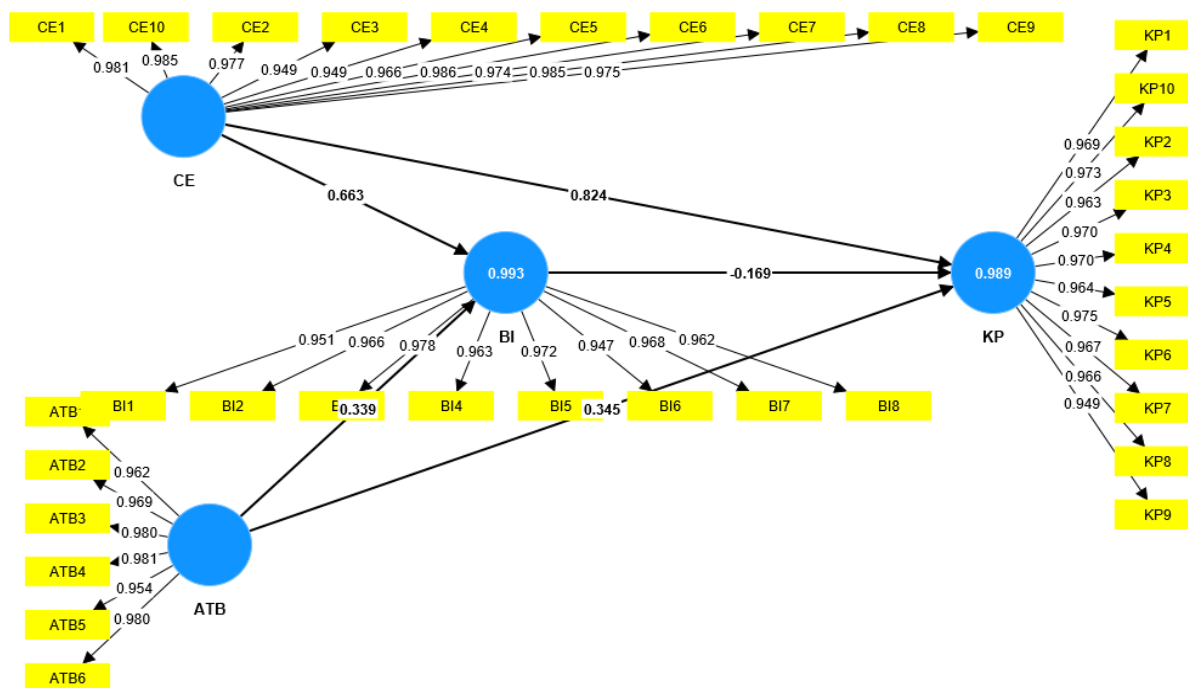


Figure 1. Outer Loading

**Table 1 Average Variance Extracted (AVE)**

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Attitude Toward The Brand</i>	0.988	0.988	0.990	0.943
<i>Brand Image</i>	0.989	0.989	0.990	0.928
<i>Celebrity Endorser</i>	0.994	0.994	0.994	0.946
<i>Purchase Decision</i>	0.992	0.992	0.993	0.935

The diagram above shows that all indicators have a *loading factor* > 0.6 and AVE > 0.5, which means that all indicators are valid because the *loading factor* value meets the criteria, namely the construct *loading factor* value must be above > 0.7, but the *loading* value of 0.6 to 0.7 is still acceptable and the AVE value must be above > 0.5 (Hair *et al.*, 2022). These results indicate a good relationship between the indicators and each construct. From the results of the *outer loading algorithm*, it shows that in the *Celebrity Endorser*, *Attitude Toward The Brand*, *Brand Image* and *Purchase Decision* variables, all indicators show valid. Thus it can be concluded that the four variables above have good *convergent validity*.

**Table 2 Fornell-Laecker**

	<i>Attitude Toward The Brand</i>	<i>Brand Image</i>	<i>Celebrty Endorser</i>	<i>Keputusan Pembelian</i>
<i>Attitude Toward The Brand</i>	0.971			
<i>Brand Image</i>	0.985	0.963		
<i>Celebrity Endorser</i>	0.975	0.993	0.973	
<i>Purchase Decision</i>	0.982	0.989	0.992	0.967

Based on the data above, it can be seen that the AVE root for each construct is for the *Attitude Toward The Brand* variable, the ave root value (0.971) is still higher than the correlation between *Attitude Toward The Brand* with *Brand Image* (0.963), *Celebrity Endorser* (0.973) and *Purchasing Decisions* (0.967). These results are also evident in other variables so that for all other variables *Celebrity Endorser*, *Attitude Toward The Brand*, *Brand Image* and *Purchase Decision* so that for all variables meet the requirements of good *discriminant validity*.

**Table 3. Cronbach's Alpha dan Composite Reliability**

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<i>Attitude Toward The Brand</i>	0.988	0.988	0.990	0.943
<i>Brand Image</i>	0.989	0.989	0.990	0.928
<i>Celebrity Endorser</i>	0.994	0.994	0.994	0.946
<i>Purchase Decision</i>	0.992	0.992	0.993	0.935

Based on the table above, it can be seen that the *Cronbach Alpha* value of all variables is > 0.6. So it can be said that all variables are reliable / reliable, so they can be used for the next stage of research. Reliability can also be used with *composite reliability*, where the *composite reliability* value will be greater than *Cronbach alpha*. The table above shows that all variables have *composite reliability* > *Cronbach alpha* value. Thus, measurement with *composite reliability* shows that all variables have high reliability and can be used for the next stage of research.

*Inner model* measurement is intended to see the fit of the model and measure direct and indirect effects. To get the results of the *inner model* analysis, the research model needs to be *bootstrapped*. *Inner model* analysis uses *R Square (Goodness Fit Model)*, *Path Coefficient*, and *Indirect Effect*.

**Table 4. R-Square**

	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Brand Image</i>	0.993	0.992
<b>Purchase Decision</b>	0.989	0.989

The calculation results in table 4.13 can be seen that the *R-Square* value of *Brand Image* is 0.992, which means that the *Celebrity Endorser* and *Attitude Toward the Brand* marketing variables are able to explain their influence on *Brand Image* by 99.2%, while 0.8% is influenced by other variables outside the model studied. Meanwhile, the *R-Square* value of the Purchasing Decision variable is 0.989, which means that *Celebrity Endorser* and *Attitude Toward the Brand* are able to influence Purchasing Decisions by 98.9%, while 1.1% is influenced by other variables outside the model studied.

**Table 5. Path Coefficient**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
<i>Attitude Toward The Brand &gt; Brand Image</i>	0.339	0.341	0.033	10.251	0.000
<i>Attitude Toward The Brand &gt; Keputusan Pembelian</i>	0.345	0.339	0.073	4.724	0.000
<i>Brand Image &gt; Keputusan Pembelian</i>	-0.169	-0.163	0.143	1.182	0.237
<i>Celebrity Endorser &gt; Brand Image</i>	0.663	0.661	0.033	20.215	0.000
<i>Celebrity Endorser &gt; Keputusan Pembelian</i>	0.824	0.823	0.097	8.508	0.000

According to Haryono (2016), the size of the significance of hypothesis support can be detected using a comparison between T-statistics and T-table. If the t-statistics value is higher than the T-table value, it means that the hypothesis is supported. As for the T-statistic value  $>1.96$  and the P value  $<0.05$ .

The table presented above shows that there is a direct influence between Attitude Toward the Brand on Brand Image. This is because the T-Statistic owned by Attitude Toward the Brand is more than the T-Table 1.96, which is 10,251 and has met a significant value below 0.05, namely with a P-Value of 0.000. So it can be concluded that Attitude Toward The Brand has a direct effect on Brand Image.

The table presented above shows that there is a direct influence between Attitude Toward the Brand on Purchasing Decisions. This is because the T-Statistic owned by Attitude Toward the Brand is more than the T-Table 1.96, which is 4,724 and has met a significant value below 0.05, namely with a P-Value of 0.000. So it can be concluded that Attitude Toward The Brand has a direct effect on Purchasing Decisions.

The table presented above shows that there is no direct influence between Brand Image on Purchasing Decisions. This is because the T-Statistic owned by Brand Image is smaller than the T-Table 1.96, which is 1.182 and does not meet a significant value below 0.05, namely with a P-Value of 0.237. So it can be concluded that Brand Image has no direct effect on Purchasing Decisions.

The table presented above shows that there is a direct influence between Celebrity Endorser and Brand Image. This is because the T-Statistic owned by Celebrity Endorser is more than the T-Table 1.96, which is 20,215 and has met a significant value below 0.05, namely with a P-Value of 0.000. So it can be concluded that Celebrity Endorser has a direct effect on Brand Image.

The table presented above shows that there is a direct influence between Celebrity Endorser on Purchasing Decisions. This is because the T-Statistic owned by Celebrity Endorser from T-Table 1.96 is 8.508 and has met a significant value below 0.05, namely with a P-Value of 0.000. So it can be concluded that Celebrity Endorser has a direct effect on Purchasing Decisions.



**Table 6. Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Attitude Toward Brand &gt; Brand Image &gt; Keputusan Pembelian</i>	-0.058	-0.053	0.046	1.245	0.213
<i>Celebrity Endorser &gt; Brand Image &gt; Keputusan Pembelian</i>	-0.112	-0.110	0.098	1.142	0.254

The table presented above shows that celebrity endorsers do not have a significant influence on purchasing decisions related to brand image. The reason is that the T-Statistic owned by Celebrity Endorser through Brand Image is less than the T-Table 1.96, which is 1.142 and does not meet the significant below 0.05, namely with a P-Value of 0.254. So it can be concluded that Celebrity Endorser through Brand Image has no influence on Purchasing Decisions.

The table presented above shows that Attitude Toward the Brand does not have a significant influence on purchasing decisions related to brand image. The reason is that the T-Statistic owned by Attitude Toward the Brand through Brand Image is less than the T-Table 1.96, which is 1.245 and does not meet the significance below 0.05, namely with a P-Value of 0.213. So it can be concluded that Attitude Toward The Brand through Brand Image has no influence on Purchasing Decisions.

The results of this study indicate that Celebrity Endorser has a direct effect on Brand Image. This means that the better Glico Wings ice cream uses Celebrity Endorsers as a means of promoting Glico Wings ice cream, the more the Brand Image of Glico Wings ice cream will increase. This is an advantage for Glico Wings ice cream to make Celebrity Endorsers with the allure of Trustworthiness make consumers feel that Celebrity Endorser Glico Wings ice cream can be trusted to have a significant effect on the Perception of Quality that Glico Wings ice cream is safe for consumption. When viewed from demographic characteristics, ice cream consumers who have bought Glico Wings ice cream are dominated by male consumers aged 21-25 years who on average work as students and private employees where they are millennials who are still at a productive age and are active in snacks such as ice cream. Therefore, Celebrity Endorser is appropriately used by Glico Wings ice cream for promotion in improving Brand Image. Thus it can be concluded that the results of this study are supported by Yunita & Syah (2023) who in their research state that Celebrity Endorser has a positive influence on Brand Image, which means that the more intense the use of Celebrity Endorser by a brand, the higher the trust that the brand will get.

The Effect of Attitude Toward the Brand on Brand Image The results of this study indicate that Attitude Toward The Brand has a direct effect on Brand Image. This means that the more positive the attitude towards the Glico Wings ice cream brand, the better the Brand Image of Glico Wings ice cream. Because consumers tend to be sensitive and critical of the assessment of products for consumption. The evaluation that consumers make of the brand. Attitude Toward the Brand regarding the Brand in Choosing about choosing the Glico Wings ice cream brand because of the affordable price has a significant effect on the Perception of Quality that Glico Wings ice cream is safe for consumption. when viewed from demographic characteristics, ice cream consumers who have bought Glico Wings ice cream are dominated by male consumers aged 21-25 years who on average work as students and private employees where they are millennials who are still at a productive age and are active in snacks such as ice cream. Therefore, Attitude Toward the Brand is one of the evaluations that consumers must do based on what they see and feel from past experiences so that in the end they choose Glico Wings ice cream which will also increase the Brand Image of Glico Wings ice cream. Thus it can be concluded that the results of this study are in line with research conducted by Darmoyo & Fenny (2019) that the influence of Attitude Toward the Brand has a positive influence on Brand Image.

The results of this study indicate that Celebrity Endorser has a direct effect on Purchasing Decisions. This means that the more often Glico Wings ice cream uses Celebrity Endorsers as a means of promoting Glico Wings ice cream, the more purchasing decisions will increase to buy Glico Wings ice cream. This is an advantage for Glico Wings ice cream to make Celebrity Endorsers in building good purchasing decisions in the eyes of ice cream consumers. Making Celebrity Endorsers with the allure of Trustworthiness makes consumers feel thatCelebrity Endorser Glico Wings ice cream can be trusted to have a significant effect on purchasing decisions from Buyer Characteristics that Glico Wings ice cream has an affordable price. When viewed from demographic

characteristics, ice cream consumers who have bought Glico Wings ice cream are dominated by male consumers aged 21-25 years who on average work as students and private employees where they are millennials who are still in their productive age and are active in snacks such as ice cream. From the characteristics of the respondents who answered this research, the result is that the majority who buy Glico Wings ice cream are 4 (four) times a month, this is because consumers already believe in the quality and taste of Glico Wings ice cream so that consumers decide to buy ice cream 4 (four) times a month at Glico Wings ice cream. Therefore, the use of Celebrity Endorsers can help companies to market their products or services, communicate interactively with people to influence consumer perceptions, as well as find out people's responses to information provided by the company and outstanding reviews. Thus it can be concluded that the results of this study are in line with research conducted by Nurchalim & Tyas (2020) that Celebrity Endorsers contribute to the decisions made by consumers in buying a product.

The results of this study indicate that Attitude Toward the Brand has a direct effect on Purchasing Decisions. This means that the more positive the attitude towards the Glico Wings ice cream brand, the better the purchasing decisions of consumers and connoisseurs of Glico Wings ice cream. Attitude Toward The Brand regarding the Brand is chosen about choosing the Glico Wings ice cream brand because the affordable price has a significant effect on Purchasing Decisions from Buyer Characteristics that Glico Wings ice cream has an affordable and appropriate price for the ice cream brand to be purchased because when viewed from demographic characteristics, ice cream consumers who have bought Glico Wings ice cream are dominated by male consumers aged 21-25 years who on average work as students and private employees where they are millennials who are still at a productive age and are active in snacks such as ice cream. From the characteristics of the respondents who answered this research, the result is that the majority who buy Glico Wings ice cream are 4 (four) times a month, this is because consumers already believe in the quality and taste of Glico Wings ice cream so that consumers decide to buy ice cream 4 (four) times a month at Glico Wings ice cream. Therefore Attitude Toward The Brand is one of the evaluations that consumers must do based on what they see and feel from past experiences so that in the end they make a decision to buy the Glico Wings ice cream brand. Thus it can be concluded that the results of this study are in line with research conducted by Regina & Anindita (2022) which states that Attitude Toward The Brand has a positive influence on Purchasing Decisions.

The results of this study indicate that Brand Image has no effect on Purchasing Decisions. This means that Brand Image does not affect consumer purchasing decisions of Glico Wings ice cream. One of the possible causes of this result is because the Brand Association of Glico Wings ice cream in utilising technological developments in marketing its Marketing Rags that Glico Wings ice cream often provides discounts does not have a significant influence on purchasing decisions on Glico Wings ice cream. Thus it can be concluded that the results of this study are not in line with Mubarak (2018) that brand image contributes to decisions made by consumers in buying a product.

The results of this study indicate that Celebrity Endorser has no effect on Purchasing Decisions through Brand Image as a mediating variable. This means that Celebrity Endorsers in promoting Glico Wings ice cream do not influence the Purchasing Decisions of Glico Wings ice cream consumers indirectly through the Glico Wings ice cream Brand Image. Celebrity Endorser based on Familiarity about Celebrity Endorser Glico Wings ice cream often appears in television advertisements about Marketing Rags that Glico Wings ice cream often provides discounts does not have a significant influence on purchasing decisions through Brand Associations in utilising technological developments in marketing. Thus it can be concluded that the results of this study are not in line with Fitri (2018) that Celebrity Endorsers contribute to Purchasing Decisions through Brand Image in buying a product.

The results of this study indicate that Attitude Toward the Brand has no effect on Purchasing Decisions through Brand Image as a mediating variable. This means that Attitude Toward the Brand in promoting Glico Wings ice cream does not affect the Purchasing Decisions of Glico Wings ice cream consumers indirectly through the Glico Wings ice cream Brand Image. Attitude Toward the Brand Based on Brands Remembered by consumers about consumers knowing the Glico Wings ice cream brand from advertisements on Instagram against Marketing Stimuli that Glico Wings ice cream often provides discounts does not have a significant influence on Purchasing Decisions through Brand Associations in taking advantage of technological developments in marketing. Thus it can be concluded that the results of this study are not in line with Cuomo et al. (2019) that the effect of Attitude Toward The Brand contributes to Purchasing Decisions through Brand Image in buying a product.

## CONCLUSIONS

Based on the results of research on the effect of *Celebrity Endorser* and *Attitude Toward The Brand* on Purchasing Decisions through *Brand Image* on Glico Wings ice cream, it can be concluded that the results of the study prove that *Celebrity Endorser* and *Attitude Toward The Brand* have a positive effect on *Brand Image* on Glico Wings ice cream, meaning that the better Glico Wings ice cream uses *Celebrity Endorser* as a means of promoting Glico Wings ice cream, the more *Attitude Toward The Brand* from *glico wings* ice cream consumers will increase towards the *Brand Image* of Glico Wings ice cream. The influence of *Celebrity Endorser* and *Attitude Toward the Brand* has a positive effect on purchasing decisions on Glico Wings ice cream, meaning that the more often Glico Wings ice cream uses *Celebrity Endorser* as a means of promoting Glico Wings ice cream, the more *Attitude Toward the Brand* from consumers increases towards Purchasing Decisions to buy Glico Wings ice cream. The effect of *Brand Image* has no effect on Purchasing Decisions on *Glico Wings ice cream*, meaning that *Brand Image* does not affect consumer purchasing decisions from Glico Wings ice cream. The effect of *Celebrity Endorser* on Purchasing Decisions through *Brand Image* has no effect on Purchasing Decisions on Glico Wings ice cream, meaning that *Celebrity Endorsers* in promoting Glico Wings ice cream do not influence the Purchasing Decisions of Glico Wings ice cream consumers indirectly through the *Brand Image* of Glico Wings ice cream. The effect of *Attitude Toward the Brand* on Purchasing Decisions through *Brand Image* has no effect on Purchasing Decisions on Glico Wings ice cream, meaning that *Attitude Toward The Brand* in promoting Glico Wings ice cream does not influence the Purchasing Decisions of Glico Wings ice cream consumers indirectly through the *Brand Image* of Glico Wings ice cream.

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