

The Effect of Advertising and Celebrity Endorsement on Purchase Intention with Brand Awareness as Intervening Variable

A A Ayu Prabeng Ningrum Satyeng Ningrat¹, Ni Nyoman Kerti Yasa²

^{1,2}Faculty of Economic and Business, Udayana University, Bali, Indonesia

ABSTRACT: Purchase intention is the intention of the customers to purchase a product of a certain brand in the future. To increase purchase intention, a company can advertising their product and use celebrity endorsement, and those also can use to increase the brand awareness. The aim of this study is to determine the influence of advertising and celebrity endorsement on purchase intention and also to know the influence of brand awareness as the intervening variable. This research's object is Vivo V15 in Denpasar City. The number of samples taken was 150 respondents, using purposive sampling methods. Questionnaires was conducted to collect the data, measured by 15 indicators and using Likert's scale. The study used Partial Least Square as the analytical technique. The result of this research is each of advertising, celebrity endorsement, and brand awareness has a positive and significant impact on purchase intention. The result also shown that brand awareness can mediating the relationship between the effects of advertising and celebrity endorsement on purchase intention. From the result, the management of Vivo V15 have to pay more attention on the factors that influence purchase intention other than advertising, celebrity endorsement, and brand awareness.

Keywords: Advertising, Brand Awareness, Celebrity Endorsement, Purchase Intention.

I. INTRODUCTION

The existence of industry 4.0 make the development of technology happen so fast and even can't be avoided. Information digitalization and the use of artificial intelligent in all sector of human life is a sign of this industry's presence (Putrawangsa dan Hasanah, 2018). That is actually one of the reason in the increasing of smartphone consumption by the community. A survey that conducted by eMarketer show that the smartphone user in the world in 2016 reach the amount of 2,1 billion people and expected to be 2,87 billion people in 2020. eMarketer also stated that Indonesia is in third place as the biggest smartphone users in Asia Pacific, with more than 55 million users in 2015. Statista, 2019 stated that the smartphone penetration growth in Indonesia is increasing every year and predicted on 2023 will reach the amount of 33%. Those datas indicate the consumer's high purchase intention on smartphone and those could mean as an opportunity for the smartphone producer to fulfill the market needs in Indonesia. Prabawa et al., 2017 stated that purchase intention is a plan of decision to purchase a things or services or a certain brand. The increasing of smartphone users in Indonesia is an opportunity for global smartphone producer in the world wide to enter and promote their business in Indonesia, no exception for Vivo. Vivo is a global smartphone producer with 6 R&D center, and 2014 is its first step to spread its business to Southeast Asia, including Indonesia. As a new comers they have to compete with its competitors, Vivo V15's producer implied strategies to increase the consumer purchase intention of Vivo V15. Producer of smartphone Vivo V15 use advertising as its strategy to increase the consumer purchase intention. Advertising is one of the promotion's media that used for convey the message in order to create and influence consumer's behavior (Gunawan and Dharmayanti, 2014).

There's a positive relationship between advertising and purchase intention. He (2018), Dehghani and Tumer (2015), Alalwan (2018), Liu et al. (2019), and Martins et al. (2018) stated that advertising attractiveness influence purchase intention in a positive and significant way, Duffet (2015) on his study also found advertising has a positive effect on purchase intention. Vice versa with those statement Wibowo and Nurhadi (2017) find out that advertising's effectiveness is not influence purchase intention.

A company also use celebrity endorsement as their advertising strategies. Frimpong (2019), Savitri (2017), Simak et al. (2017), Wang and Nian (2017), Grace et al. (2018), and Nugraha et al. (2018) in their research shows a positive influence between celebrity endorsement and purchase intention. McCormick (2016) found a positive and significant correlation between celebrity endorsement and purchase intention. Frimpong et al., 2019 found that celebrity endorsement has significant influence to purchase behavior including purchase

intention. Meanwhile Stephanie et al., 2013 in her research shows that celebrity endorsement has not influence purchase intention significantly.

Vivo itself use Afgan and Maudy as representative of their product, which is Vivo V15 is the choice of young generation. In other hand, celebrity endorsement also use to increase brand awareness. It also goes the same way with advertising that can increase brand awareness. Pratiwi and Rahanatha (2016), Pranata and Pramudana (2018), Prabawa et al. (2017), Maria et al. (2019), and Chan (2015) found that advertising significantly influence brand awareness in a positive way. Kim et al., 2018, Rahman (2018), Setiawan (2018), Ndlela and Tinashe (2016), Rabia et al. (2019), Gunawan and Dharmayanti (2014) in their research stated that there's a positive and significant correlation between endorser and brand awareness.

International Data Corporation (IDC), Q2 2018 stated that Samsung has the biggest smartphone's market share in Indonesia on 2Q 2017 followed by OPPO, Advan, and Vivo also Xiaomi, meanwhile on 2Q 2018 Samsung still in the first place followed by Xiaomi, Oppo, Vivo, and Advan. From the data we know that market share of Vivo still lack from its competitors, that's why they implied a strategy of advertising and celebrity endorsement to increase brand awareness of Vivo V15. Herdana (2015) stated that brand awareness is a brand ability to enter into consumer's mind. Pranata (2018) brand awareness can influence purchase intention and consumer's purchasing decision so that's a company trying to increase their brand awareness, and one of the way is through promotion in some media. Hasbun and Ruswanti (2016) stated brand awareness as a fundamental decision in a brand equity, that make a brand easily comes up in consumer's mind when thinking of a certain product criteria. Setiawan (2018), Dewi and Jatra (2018), Dewi and Sulistyawati (2018) stated that brand awareness to purchase intention have a positive and significant effect. Meanwhile Susilo and Hatane (2015) stated that brand awareness has no significant impact on purchase intention.

The result of pre survey that conducted in 2019 on 30 respondent in Denpasar city, 19 of them agree that the information that shows in advertising of Vivo V15 is clear and useful. 24 respondent agree that Afgan and Maudy as celebrity endorser of Vivo V15 have positive image, 18 respondent knows and recognize the smartphone Vivo V15, and 12 of them are interesting to know more information about smartphone Vivo V15. 76,7% respondent know smartphone Vivo V15 and 73,3% have seen the advertising of smartphone Vivo V15. Pre survey's result show that brand awareness of Vivo V15 in Denpasar city is quite high and it's indicate enthusiasm of the society on the presence of Vivo V15. Those data is one of the reason to conduct this research in Denpasar city. As Vivo V15 is a new coming product series of Vivo so the company need to promote its product through advertising and celebrity endorsement to increase brand awareness in order to increase the purchase intention.

The purpose of this study are: (a) To explain the effect of advertising on purchase intention, (b) To explain the effect of celebrity endorsement on purchase intention, (c) To explain the effect of job brand awareness on purchase intention, (d) To explain the effect of advertising on brand awareness, (e) To explain the effect of celebrity endorsement on brand awareness, (f) To explain the role of brand awareness in mediating the influence of advertising on purchase intention, (g) To explain the role of brand awareness in mediating the influence of celebrity endorsement on purchase intention.

1. Conceptual Model and Hypothesis Development

- H₁: Advertising has a positive and significant influence on purchase intention
- H₂: Celebrity endorsement has a positive and significant influence on purchase intention
- H₃: Advertising has a positive and significant influence on brand awareness
- H₄: Celebrity endorsement has a positive and significant influence on brand awareness
- H₅: Brand awareness has a positive and significant influence on purchase intention
- H₆: Brand awareness able to mediate the impact of advertising on purchase intention
- H₇: Brand awareness able to mediate the impact of celebrity endorsement on purchase intention

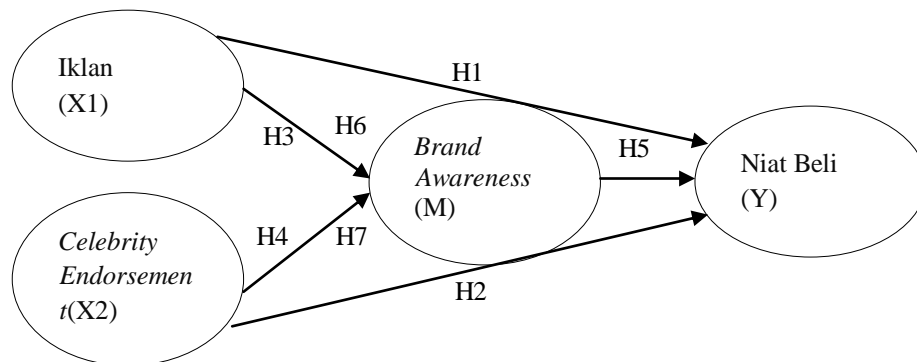


figure 2.1 conceptual research model

II. RESEARCH METHODOLOGY

This research is an associative causal and using a quantitative technique analysis. The research location is in Denpasar city, as the principal city of Bali, therefore lots of sector are centered in Denpasar also it has a fast growth of various industry. The minimum wages of Denpasar is fairly high, so that will influence the consumption of the community itself.

Table 3.1 research instrument's indicators

No	Variable	Indicators	Sources
1	Advertising (X1)	1.1 Rationale attractiveness 1.2 Emotional attractiveness 1.3 Comprehensive attractiveness	Pratiwi and Rahanatha (2016), Chandra Dewi and Sulistyawati (2018)
2	Celebrity Endorsement (X2)	2.1 Endorser's image 2.2 Endorser's attractiveness 2.3 Endorser's visibility	Savitri (2017), Gunawan and Dharmayanti (2014)
3	Brand Awareness (M)	3.1 Brand recognition 3.2 Brand knowledge 3.3 Brand recall 3.4 Brand distinction	Pratiwi and Rahanatha (2016)
4	Purchase Intention (Y)	4.1 Interest to find more information about product 4.2 Purchase considerations 4.3 Interest to try the product 4.4 Desire to know about the product 4.5 Desire to have the product	Dewi and Sulistyawati (2018), Schiffman and Kanuk (2007)

Source: Previous research with some adjustment

III. RESEARCH FINDING AND DISCUSSION

The questionnaire was test in a validity test to know whether the statement in the questionnaire can used to collect the data or not. Table 4.1 shows the result of research instrument's validity test.

Table 4.1 result of research instrument's validity test

Variable	Indicators	Correlation Item	Information
Advertising	X _{1.1} Rationale attractiveness	0,797	Valid
	X _{1.2} Emotional attractiveness	0,930	Valid
	X _{1.3} Bring out purchase intention	0,856	Valid
Celebrity Endorsement	X _{2.1} Endorser's image	0,925	Valid
	X _{2.2} Endorser's attractiveness	0,949	Valid
	X _{2.3} Endorser's visibility	0,956	Valid
Brand Awareness	M _{.1} Brand recognition	0,832	Valid
	M _{.2} Brand knowledge	0,917	Valid
	M _{.3} Brand recall	0,970	Valid
	M _{.4} Brand distinction	0,855	Valid
Purchase Intention	Y _{.1} Information interest	0,951	Valid
	Y _{.2} Purchase considerations	0,942	Valid
	Y _{.3} Interest in trying	0,930	Valid
	Y _{.4} Interest in product	0,936	Valid
	Y _{.5} Desire to have	0,931	Valid

Source: Data process, 2019

Table 4.1 shows that all the instrument used in the research variable have the score of person correlation higher than 0,30, that means all the instruments are valid so can used to collect the data needed.

Table 4.2 result of research instrument's reliability test

Variable	Cronbach's Alpha	Information
Advertising	0,823	Reliabel

Celebrity Endorsement	0,936	Reliabel
Brand Awareness	0,916	Reliabel
Purchase Intention	0,965	Reliabel

Source: Data process, 2019

From the Table 4.2 we know that all of Cronbach's Alpha have score more than 0,6. Those indicates that all the instruments used in this research are reliable or have the consistency to measure research variable, so it can use to collect the data.

Data from each respondent's answer shows the score of each variable used in this research. The average score is grouped into 5 class interval. Advertising as the independent variable is measured using 3 indicators. The result state in the Table 4.3 that shows the average score for advertising variable is 3,79, which is categorized as good. Those mean that the respondent's assessment of Vivo V15 advertising is good.

Table 4.3 description of respondent's assessment for advertising variable

No	Instrument	Answer's score					Total score	Average	Information
		VNA (1)	NA (2)	N (3)	A (4)	VA (5)			
1	The rationale attractiveness seen through the information on the advertisement of smartphone Vivo V15 is clear	0	1	41	78	30	587	3,91	Good
2	The advertisement motivate me to have smartphone Vivo V15	4	24	44	51	27	523	3,49	Good
3	The advertisement is very interesting	0	4	37	66	43	598	3,99	Good
Average score of advertising								3,79	Good

Source: Data process, 2019

Celebrity endorsement as independent variable is measured using 3 indicators. The results state in the Table 4.4 that shows the average score for celebrity endorsement variable is 3,97, which is categorized as good. Those mean that the respondent's assessment of celebrity endorser (Afgan and Maudy) is good.

Table 4.4description of respondent's assessment for celebrity endorsement variable

No	Instrument	Answer's score					Total score	Average	Information
		VNA (1)	NA (2)	N (3)	A (4)	VA (5)			
1	Celebrity endorser (Afgan and Maudy) have positive image	0	9	34	51	56	604	4,03	Good
2	Celebrity endorser (Afgan and Maudy) have physical attractiveness	0	9	41	55	45	586	3,91	Good
3	Celebrity endorser (Afgan and Maudy) have a popularity	0	7	42	47	54	598	3,99	Good
Average score of celebrity endorsement								3,97	Good

Source: Data process, 2019

Brand awareness as intervening variable is measured using 4 indicators. The results state in the Table 4.5 that shows the average score for brand awareness variable is 3,78, which is categorized as high. Those mean that the respondent's assessment of Vivo V15 brand awareness is high.

Table 4.5 description of respondent's assessment for brand awareness variable

No	Instrument	Answer's score					Total score	Average	Information
		VNA (1)	NA (2)	N (3)	A (4)	VA (5)			
1	I know and recognize the Smartphone Vivo V15	0	7	34	60	49	601	4,01	High
2	I know the information about the brand	1	16	40	58	35	560	3,73	High
3	I can remember the smartphone Vivo V15	0	12	42	56	40	574	3,83	High
4	I know the differences of smartphone Vivo V15 with other smartphone	6	22	44	40	38	532	3,55	High
Average score of brand awareness								3,78	High

Source: Data process, 2019

Purchase intention is measured using 5 indicators. The results as shown in the Table 4.6 shows the average score for purchase intention variable is 3,39, which is categorized as moderate. Those mean that the respondent's assessment of Vivo V15 purchase intention is moderate.

Table 4.6 description of respondent's assessment for purchase intention variable

No	Instrument	Answer's score					Total score	Average	Information
		VNA (1)	NA (2)	N (3)	A (4)	VA (5)			
1	I have interest to find information about smartphone Vivo V15	9	24	45	43	29	509	3,39	Moderate
2	I am considering to purchase smartphone Vivo V15	13	28	33	48	28	500	3,33	Moderate
3	I am interest to try smartphone Vivo V15	12	22	39	45	32	513	3,42	High
4	I want to know further information about smartphone Vivo V15	12	17	44	40	37	523	3,49	High
5	I want to have smartphone Vivo V15	20	20	32	47	31	499	3,33	Moderate
Average score of purchase intention								3,39	Moderate

Source: Data process, 2019

This research using Partial Least Square that is consist of 2 evaluation's models. Outer model evaluation use to assess the validity and reliability of the model. There are 3 criteria for outer model, that are convergent validity, discriminant validity, and average variance extracted (AVE). Table 4.7 shows that the outer model's score have pass the criteria of convergent validity, which is all indicators have the factor loading over 0,50 so it can conclude that the construct has a good convergent validity.

Table 4.7 outer loading

Variable	Indicators	Outer Loading	Information
Advertising	X _{1,1}	0,833	Valid
	X _{1,2}	0,880	Valid
	X _{1,3}	0,834	Valid
Celebrity Endorsement	X _{2,1}	0,919	Valid
	X _{2,2}	0,915	Valid
	X _{2,3}	0,935	Valid
Brand Awareness	M ₁	0,868	Valid
	M ₂	0,900	Valid
	M ₃	0,885	Valid
	M ₄	0,877	Valid
Purchase Intention	Y ₁	0,934	Valid
	Y ₂	0,932	Valid
	Y ₃	0,934	Valid
	Y ₄	0,936	Valid
	Y ₅	0,926	Valid

Source: Data process, 2019

Table 4.8 show the cross loading score indicates there's a good discriminant validity. Those can be seen from the indicators correlation's score toward its construct (loading factor) is higher than the indicators correlation's score towards other construct.

Table 4.8 cross loading

	Advertising	Celebrity Endorsement	Brand Awareness	Purchase Intention
X1.1	0.833	0.579	0.552	0.613
X1.2	0.880	0.616	0.624	0.753
X1.3	0.834	0.530	0.560	0.633
X2.1	0.638	0.919	0.671	0.711
X2.2	0.592	0.915	0.612	0.643
X2.3	0.646	0.935	0.681	0.691
M.1	0.573	0.659	0.868	0.632
M.2	0.646	0.627	0.900	0.685
M.3	0.565	0.597	0.885	0.645
M.4	0.622	0.624	0.877	0.745
Y.1	0.774	0.701	0.734	0.934
Y.2	0.766	0.686	0.718	0.932
Y.3	0.698	0.706	0.700	0.934
Y.4	0.706	0.688	0.747	0.936
Y.5	0.732	0.668	0.684	0.926

Source: Data process, 2019

Squared root of AVE in Table 4.9 will be compared with the correlation's score between independent variable as shows in the Table 4.10. Table 4.9 shows the lowest score of squared root of AVE is 0,849. The highest correlation score in the Table 4.10 is 0,789, which is all of the squared root of AVE's score is higher than correlation between construct so that the data is reliable.

Table 4.9 AVE's value

	AVE	Squared root of AVE
Advertising	0,779	0,883
Celebrity Endorsement	0,852	0,923
Brand Awareness	0,721	0,849
Purchase Intention	0,869	0,932

Source: Data process, 2019

Table 4.10 correlation between latent variable

	Brand Awareness	Celebrity Endorsement	Advertising	Purchase Intention
Brand Awareness	1.000	0.711	0.683	0.769
Celebrity Endorsement	0.711	1.000	0.678	0.740
Advertising	0.683	0.678	1.000	0.789
Purchase Intention	0.769	0.740	0.789	1.000

Source: Data process, 2019

The R-square value of brand awareness is 0,580 which means 58,0 percent of the construct variable of brand awareness is influence by advertising and celebrity endorsement, and the rest of 42,0 percent is influence by other variable outside the model. The R-square value of purchase intention is 0,744 which means 74,7 percent of the construct variable of purchase intention influence by advertising, celebrity endorsement and brand awareness, meanwhile the rest of 25,6 percent is influenced by other variable outside the model.

Table 4.11 R-square's value

Variable	R-square
Advertising	
Celebrity Endorsement	
Brand Awareness	0,580
Purchase Intention	0,744

Source: Data process, 2019

Hypothesis test use the score of path coefficients. Table 4.12 show the estimation output to test the structural model. Hypotesis test in PLS method is done by using simulation in each relation hypotesis, with bootstrap method. t-Table value is set by the significance of 5 percent or 0,05. All path coefficient in the Table 4.12 have the statistic value more than 1,96 so that it stated have an significant influence or impact.

Table 4.12 path coefficient (mean, stdev, t-values, p-values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values
Brand Awareness -> Purchase Intention	0.324	0.319	0.079	4.107	0.000
Celebrity Endorsement -> Brand Awareness	0.457	0.454	0.089	5.134	0.000
Celebrity Endorsement -> Purchase Intention	0.231	0.229	0.074	3.109	0.002
Advertising -> Brand Awareness	0.373	0.379	0.091	4.091	0.000
Advertising -> Purchase Intention	0.411	0.418	0.093	4.421	0.000

Source: Data process, 2019

The correlation between advertising and purchase intention has t-statistic value of 4,421 (>1,96) which mean significant. Path coefficient value of 0,411 that indicates the correlation between advertising and purchase intention is positive. Therefore H1 is accepted. Those means the better quality of advertisement that shows through clearness and usefulness of the information, the ability to motivate audience, the more attractive the advertisement, so the greater the purchase intention of Vivo V15 in Denpasar city. That is congruent with the previous research done by He (2018), Dehgani and Tumer (2015), and Alalwan (2018) stated that advertisement can influence the purchase intention in a positive and significant way.

The correlation between celebrity endorsement and purchase intention has t-statistic value of 3,109 (>1,96) which mean significant. Path coefficient value of 0,231 that indicates the correlation between celebrity endorsement and purchase intention is positive. Therefore H2 is accepted. Those means the better celebrity endorser that show through positive image, physical attractiveness, and high popularity, than the greater the purchase intention of Vivo V15 in Denpasar city. That is congruent with the previous research done by Frimpong (2019), Savitri (2017), Simak et al., 2017, and Grace et al. (2018) stated that celebrity endorsement has a positive and significant impact on purchase intention.

The correlation between advertising and brand awareness has t-statistic value of 4,091 (>1,96) which mean significant. Path coefficient value of 0,373 that indicates the correlation between advertising and brand awareness is positive. Therefore H3 is accepted. Those means the better quality of an advertisement that is show through clearness and usefulness of the information, the ability to motivate audience, the more attractive the advertisement, so the greater the brand awareness of Vivo V15 in Denpasar city. That is congruent with the previous research done by Pratiwi and Rahanatha (2016), Pranata and Pramudana (2018), Prabawa et al., 2017 stated that advertisement have a positive and significant effect on brand awareness.

The relationship between celebrity endorsement and brand awareness has t-statistic value of 5,134 (>1,96) which mean significant. Path coefficient value of 0,457 that indicates the relationship between celebrity endorsement and brand awareness is positive. Therefore H4 is accepted. Those means the better celebrity endorser that show through positive image, physical attractiveness, and high popularity, than the greater the brand awareness. That is congruent with previous research done by Kim (2018), Setiawan (2018), and Rahman (2018) stated that celebrity endorsement has a positive and significant effect on brand awareness.

The correlation between brand awareness and purchase intention has t-statistic value of 4,107 (>1,96) which mean significant. Path coefficient value of 0,324 that indicates the correlation between advertising and purchase intention is positive. Therefore H5 is accepted. Those means the greater brand awareness show through how consumer know and acknowledge the brand, know information about the brand, have the ability to remember the brand, and know how to differ the brand from its competitors, than the greater the purchase intention of Vivo V15 in Denpasar city. That is congruent with the previous research done by Gunawan and Dharmayanti (2014), Dewi and Jatra (2018), Dewi and Sulistyawati (2018), Tariq et al., 2017 found that brand awareness has a positive and significant effect on purchase intention.

From the Table 4.13 we found that the direct effect of brand awareness towards purchase intention is 0,324, celebrity endorsement towards brand awareness is 0,457, celebrity endorsement towards purchase intention is 0,231, advertising towards brand awareness is 0,373, advertising towards purchase intention is 0,411 with each T statistic value is more than 1,96 and P value is less than 0,05 that indicates significant impact.

Table 4.13 direct impact, indirect impact, and total impact of advertising, celebrity endorsement, brand awareness, and purchase intention variable

Type of impact	Construct	Standardized Estimates	T Statistics (O/STDEV)	P Values
Direct Impact	Brand Awareness -> Purchase Intention	0,324	4.107	0,000
	Celebrity Endorsement -> Brand Awareness	0,457	5.134	0,000
	Celebrity Endorsement -> Purchase Intention	0,231	3.109	0,002
	Advertising -> Brand Awareness	0,373	4.091	0,000
Indirect Impact	Advertising -> Purchase Intention	0,411	4.421	0,000
	Celebrity Endorsement -> Brand Awareness -> Purchase Intention	0,148	3,175	0,002
	Advertising-> Brand Awareness -> Purchase Intention	0,121	2,955	0,003
Total Impact	Celebrity endorsement -> Purchase Intention	0,379	4,606	0,000
	Advertising -> Purchase Intention	0,532	6,189	0,000

Source: Data process, 2019

Indirect effect of brand awareness intervening celebrity endorsement towards purchase intention is 0,148 with T statistic value more than 1,96 and P value less than 0,05 that indicate brand awareness significantly intervening the effect of celebrity endorsement toward purchase intention. Indirect impact of brand awareness intervening advertisement towards purchase intention is 0,121 with T statistic value more than 1,96 and P value less than 0,05 that indicate brand awareness significantly intervening the impact of advertisement toward purchase intention.

Total impact of celebrity endorsement towards purchase intention is 0,379 with T statistic value 4,606 and P value 0,000 that indicate significant impact. Total impact of advertisement towards purchase intention is 0,532 with T statistic value 6,189 and P value 0,000 that indicate significant impact.

Based on the Table 4.13, T statistic value of indirect impact of advertising brand awareness, and purchase intention is 2,955 ($>1,96$) and P value is 0,003 ($<0,05$) that indicates brand awareness is adequate partially intervening the correlation between advertising and purchase intention. Those means the greater brand awareness than the greater the purchase intention. That is congruent with the previous research done by Pranata and Pramudana (2018), Prabawa et al., (2017), Dewi and Sulistyawati (2018) stated that brand awareness significantly adequate intervening the effect of advertisement towards purchase intention.

Based on the Table 4.13, T statistic value of indirect effect of celebrity endorsement, brand awareness, and purchase intention is 3,175 ($>1,96$) and P value is 0,002 ($<0,05$) that indicates brand awareness is able to partially intervening the correlation between celebrity endorsement and purchase intention. Those means the better celebrity endorsement than the greater the purchase intention. That is congruent with the previous research done by Setiawan (2018), Gunawan and Dharmayanti (2014), Nasir et al., 2016 stated that brand awareness significantly able to intervening the effect of celebrity endorsement towards purchase intention.

IV. CONCLUSION

The conclusion of this research are: (a) Advertising has a positive and significant effect on purchase intention. It means the better advertising then the higher purchase intention. (b) Celebrity endorsement has a positive and significant effect on purchase intention. It means the better celebrity endorsement the higher purchase intention. (c) Brand awareness has a positive and significant effect on purchase intention. It means the higher brand awareness then the higher purchase intention. (d) Advertising has a positive and significant effect on brand awareness. It means the better advertising the higher brand awareness. (e) Celebrity endorsement has a positive and significant effect on brand awareness. It means the better celebrity endorsement the higher brand awareness. (f) Brand awareness able to mediate the relation between advertising on purchase intention. It means Advertising has a positive direct effect on purchase intention, also indirect effect through brand awareness. (g) Brand awareness able to mediate the relation between celebrity endorsement on purchase intention. It means celebrity endorsement has a positive direct effect on purchase intention, also indirect effect through brand awareness. This research add more empirical study of variable used in this research. Practical implications are this research show that to increase purchase intention and brand awareness, a company can do an advertisement and celebrity endorsement. So from the management side of Vivo V15 can manage their advertising quality so it can more effective and careful in choosing celebrity as their endorser so they can increase the purchase intention of Vivo V15 in Denpasar city. Meanwhile the limitations of the research is the case of the study limited in the influence of advertisement, celebrity endorsement, brand awareness and purchase intention in Denpasar city, so moreless the future research can added more variable and in wider area to held the research.

REFERENCES

- [1] Putrawangsa, Susilahudin dan Uswatun Hasanah. 2018. Integrasi Teknologi Digital Dalam Pembelajaran di Era Industri 4.0. *Jurnal Pemikiran dan Penelitian Pendidikan*.
- [2] EMarketer. Asia-Pacific Boasts More Than 1 Billion Smartphone Users - eMarketer [Internet]. eMarketer *Survey*. 2015. p. 1. Available from: <https://www.emarketer.com/Article/Asia-Pacific-Boasts-More-Than-1Billion-Smartphone-Users/1012984> - Diakses 20 Maret 2018.
- [3] EMarketer. Smartphone Users and Penetration Worldwide, 2014-2020 (billions, % of mobile phone users and % change) [Internet]. eMarketer *Survey*. 2016 [cited 2001 Aug 20]. p. 1. Available from: <http://www.emarketer.com/Chart/Smartphone-Users-PenetrationWorldwide-2014-2020-billions-of-mobile-phone-users-change/188679> - Diakses 20 Maret 2018.
- [4] Vivo.com. Tentang Vivo. <https://www.vivo.com/id/about-vivo/culture>. Diakses tanggal 8 Juli 2019.
- [5] Prabawa, Teddy Surya., Raka Sukawati., dan Yudi Setiawan. 2017. Peran Brand Awareness dalam Memediasi Hubungan Iklan dan Personal Selling dengan Niat Beli. *E-Jurnal Manajemen Unud*, 6(2), hal.889-918.
- [6] Gunawan, Fitri Anggraini dan Diah Dharmayanti. 2014. Analisis Pengaruh Iklan Televisi dan Endorser terhadap Purchase Intention Pond's Men dengan Brand Awareness sebagai Variabel Intervening. *Jurnal Manajemen Pemasaran Petra*, 2(1), hal.1-14.
- [7] Qian He dan Hongjian Qu. 2018. The Impact of Advertising Appeals on Purchase Intention in Social Media Environment—Analysis of Intermediary Effect Based on Brand Attitude. *Journal of Business Administration Research* Vol. 7, No. 2.
- [8] Dehghani Milad., dan Mustafa Tumer. 2015. A Research on Effectiveness of Facebook Advertising on Enhancing Purchase Intention of Consumer. *Computers in Human Behavior* 49, pp: 597–600.
- [9] Alalwan, Ali Abdallah. 2018. Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management* 42, pp: 65–77.

- [10] Liu, Gao-fu., Hui-ming Xu., Le-lin Li., and Meng-qui Luo. 2019. Research on the Influence of Online Video Bullet-screen Advertising Marketing on Consumer Purchasing Intention. *Education and Humanities Research* vol. 336, pp: 790-795
- [11] Martins, Jose., Catarina Costa., Tiago Oliveira., Ramiro Goncalves., Frederico Branco. 2018. How Smartphone Advertising Influences Consumers Purchase Intention. *Journal of Business Research* vol. 94, pp: 378-387.
- [12] Duffett, Rodney Graemme. 2015. Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, Vol. 25, No. 4, pp: 498-526.
- [13] Wibowo, Bayu Mukti., dan Nurhadi. 2017. Pengaruh Kualitas Produk, Efektivitas Iklan, dan Celebrity Endorser Terhadap Minat Beli Sandal (Studi Pada Sandal Homypad Versi Iklan Raffi Ahmad dan Soimah di Fakultas Ekonomi Universitas Yogyakarta). *Jurnal Manajemen Bisnis Indonesia (JMBI)*, 6(1), hal.1-11.
- [14] Kofi Osei-Frimpong, Georgina Donkor & Nana Owusu-Frimpong. 2019. The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective. *Journal of Marketing Theory and Practice* vol. 27, no. 1 (Winter 2019), pp. 103–121.
- [15] Savitri, N. Wisniari. 2017. Pengaruh Celebrity Endorser Dan Iklan Melalui Media Televisi Terhadap Minat Beli Pada Tokopedia Di Denpasar. *E-Jurnal Manajemen Unud*, Vol. 6, No. 8, hal: 4214-4239.
- [16] Simak, Alpha Harpendianus., Ivonne S. Saerang., dan Arrazi Bin Hasan. 2017. Pengaruh Celebrity Endorser Dan Iklan Televisi Terhadap Minat Beli Sepeda Motor Yamaha (Study Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Sam Ratulangi Manado). *Jurnal EMBA* Vol.5 No.2, Hal.2377-2384.
- [17] Wang, Ya-Hui and Nian-Ci Wang. 2017. An Emperical Study of the Effect of Endorser on Purchase Intention-Evidence from UNIQLO. *International Journal of Business and Social Science* vol. 8(7), pp: 172-179.
- [18] Grace, S.H.C., Ada, L.Y.L., dan Connie, H. M.W. 2018. Celebrity Endorsement in Advertisement on Destination Choice Among Generation Y in Hong Kong. *International Journal of Marketing Studies*, Vol. 10, No. 2.
- [19] Nugraha, Rendika., Kunthi A. Kusumawardani., Vinda Octavianie. 2018. The Influence of Celebrity Endorsement in Instagram Towards Consumer Behavior And Purchase Intention in Helathy Food Diet Business. *Journal of Management Studies* vol. 3(2), pp: 1-24.
- [20] Karla McCormick. 2016. Celebrity endorsements: Influence of A Product-Endorser Match on Millennials Attitudes and Purchase Intentions. *Journal of Retailing and Consumer Services* 32, pp: 39-45.
- [21] Stephanie, Elizabeth., Rumambi, Leonid Julivan., & Kunto, Yohanes Sondang. (2013). Analisa Pengaruh Rio Dewanto dan Donita Sebagai Celebrity Endorser terhadap Minat Beli Produk Axe Anarchy dengan Daya Tarik Iklan dan Efek Iklan Sebagai Variabel Intervening. *Jurnal Manajemen Pemasaran*, 2, 4.
- [22] Pratiwi, Wayan. A., dan Gede Bayu Rahanatha. 2016. Peran Brand Awareness Memediasi Daya Tarik Iklan Terhadap *Brand Attitude* Indomie Di Kota Denpasar. *E-Jurnal Manajemen Unud*.Vol. 5, No.12, hal: 7899-7928.
- [23] Pranata, I. W. D. R., dan Km. Agus Satria Pramudana. 2018. Peran Kesadaran Merek (Brand Awareness) Dalam Memediasi Hubungan Iklan Oppo Dengan Niat Beli Konsumen. *E-Jurnal Manajemen Unud*. Vol. 7, No. 10, hal: 5230-5257.
- [24] Maria, Siti., Tommy Pusriadi., Yundi Permadi Hakim., Dio Caesar Darma. 2019. The Effect of Social Media Marketing, Word of Mouth, and Effectiveness of Advertising on Brand Awareness and Intention to Buy. *Jurnal Manajemen Indonesia* vol. 19(2), pp: 107-122.
- [25] Chan, Terri H., Fine F. Leung., Peking Tan, David K. Tse. 2015. Role of Conventional Ads In A Digital Age: Effects of Internet And Conventional Advertising on Brand Awareness And Brand Desire in China. *International Journal of Electronic Commerce Studies* vol. 6(1), pp: 87-98.
- [26] Databoks. Penetrasi Smartphone Terhadap Jumlah Penduduk Indonesia. <https://databoks.katadata.co.id/datapublish/2019/07/05/penetrasi-smartphone-terhadap-jumlah-penduduk-indonesia>. Diakses tanggal 28 Agustus 2019.
- [27] Rahman, Rehenuma. 2018. Building brand awareness: The role of celebrity endorsement in advertisement *Journal of Global Scholars of Marketing Science* Vol. 28, NO. 4, pp: 363–384.
- [28] Setiawan, Livya. 2018. Pengaruh Celebrity Endorsement Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi Pada Produk Green Tea Espreielo Allure. *Jurnal Manajemen Pemasaran*, Vol. 12, No. 1, hal: 53–60.
- [29] Ndlela, Thubelihle., Tinashe Chuchu. 2016. Celebrity Endorsement Advertising: Brand Awareness,

- Brand Recall, Brand Loyalty as Antecedence of South African Young Consumer's Purchase Behavior. *Journal of Economics and Behavioral Studies* vol. 8, pp: 79-90.
- [30] Rabia, Mahwish., Fatima Babar., Saliha Akram., Zunaira Arif., Rida Tanveer. 2019. Impact of Celebrity Endorsement on Brand Conscious Consumers: A Case Study in Pakistan. *Journal of Social Science* vol. 7, pp: 191-2015.
- [31] Herdana, Auditya. 2015. Analisis Pengaruh Brand Awareness (Brand Awareness) pada Produk Asuransi Jiwa Prudential Life Assurance (Studi Pada Pru Passion Agency Jakarta). *Jurnal Riset Bisnis dan Manajemen*, Vol. 3, No.1, hal.1-18.
- [32] Hasbun,Budiharto., dan Endang Ruswanty. 2016. Komperasi Antara Kelompok Yang Melihat Iklan dan Tidak Melihat Iklan Dengan Moderasi Brand Awareness Terhadap Niat Beli (Studi Pada Commuter Line). *Journal of Business Studies*, Vol 2 No.1.
- [33] Dewi, Dewa Ayu D. P., dan I Made Jatra. 2018. Peran Brand Awareness Dalam Memediasi Pengaruh Daya Tarik Iklan Terhadap Niat Beli. *E-Jurnal Manajemen Unud*, Vol. 7, No. 8, hal: 4599-4627.
- [34] Dewi, Vidya Chandra Dewi., dan Eka Sulistyawati. 2018. Peran Brand Awareness Memediasi Pengaruh Iklan Terhadap Niat Beli (Studi Pada Produk Pasta Gigi Merek Sensodyne Di Kota Denpasar). *E-Jurnal Manajemen Unud*, Vol. 7, No. 4, hal: 1742-1770.
- [35] Susilo, Irene., dan Hatane Samuel. 2015. Analisa Pengaruh Emotional Marketing Terhadap Purchase Intention Melalui Brand Awareness Pada Produk Dove Personal Care di Surabaya. *Jurnal Manajemen Pemasaran*, 9(1), hal.23-34.
- [36] Kotler, Philip., dan Armstrong, Gary. 2012. *Prinsip-prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.
- [37] Kotler, P. dan Keller, K.L. 2009. *Manajemen Pemasaran*. Jilid 1. Edisi Ketiga Belas. Jakarta: Erlangga. Schiffman, L.G., dan Leslie Lazar Kanuk. 2007. *Perilaku Konsumen*. Edisi Ketujuh. Jakarta: PT. Indeks.