

The Role of Brand Image Mediated The Effect of Celebrity Endorser's Credibility on Purchase Decisions for Vivo Smartphone in Denpasar

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ABSTRACT: Purchase decision is the final act of individuals and households buying goods or services for personal consumption. The Vivo smartphone is one of the smartphone brands that occupy the top 5 smartphone brands in Indonesia based on its share of the market. Increasingly tighter competition makes Vivo smartphones continue to innovate and carry out promotions, one of which is using an advertisement with the support of celebrity endorsers. Celebrity endorser support is a creative way to attract consumer attention and a formula to build a company's brand image and lead to consumer purchasing decisions. The purpose of this study was to see the influence of brand image to mediate the influence of celebrity credibility in supporting purchasing decisions. The location of this research is in Denpasar City and the purchasing decision of Vivo smartphone consumers in Denpasar is the object of research. The number of samples in this study was 120 respondents who had used and purchased a Vivo smartphone, using the non-probability sampling method, namely purposive sampling. The data was collected through a questionnaire using a google form. The data analysis technique used is path analysis. The results of hypothesis testing show that the credibility of celebrity endorsers has a positive and significant effect on purchasing decisions and brand image can significantly mediate the credibility of celebrity endorsers on purchasing decisions for Vivo smartphones in Denpasar City.

Keywords: *Celebrity Endorser's Credibility, Brand Image, Purchase Decisions.*

I. INTRODUCTION

Globalization affects the current rapid development of technology and information and making it difficult for humans to avoid it and inevitably ends up following the flow of changes due to developments, one of which is in the communication process. This situation will certainly influence people to choose their means of communication. Telecommunication industry companies are competing to release the newest smartphone which is a popular gadget device. The smartphone is a phone equipped with advanced technological features and capabilities that have an operating system like a computer. The sophistication of smartphone technology can now quickly replace the function of conventional cell phones.

The increasingly tight competition demands that companies must be able to read what their consumers want before deciding to produce their products so that the products that have been produced are in demand by most consumers and decide to buy their products. Consumer purchase decisions are the final decisions of individuals and households who buy goods or services for personal consumption (Kotler, 2016: 195). Purchasing decisions are also influenced by brand image (Sasmita & Suki, 2015). Purchase decisions are very important when faced with many choices with the same function for goods and services (Amron & Usman, 2016). Purchase decisions made by consumers are based on a variety of specific motives and pressures. The stronger the pressure and consumer motives, the greater the decision to buy certain products (Bai & Qin, 2016).

The increasingly fierce competition requires companies to study and understand consumer behavior by offering quality products with a good image. Promotional activities are one of the factors that determine the success of a company in carrying out a marketing program. Promotion is one element of the marketing mix that refers to a whole series of activities, to communicate the product or brand to users. The idea of promotion is to make people interested in buying products more than others (Tjiptono, 2008). The most widely used promotion is through an advertisement.

Advertising aims to convey a brand's message to consumers. Advertising is a promotional tool used to convey messages or information to shape and change consumer behavior. Attractive advertisements will be able to encourage public purchase decisions to own these products.

Celebrity endorsers are a popular method that is widely used to increase advertising effectiveness. The use of celebrity endorsers has become a trend and a perceived formula to build a company's brand image and to increase sales. Celebrity endorsers are one of the most commonly used marketing communication strategies to build brand perception (Chan *et al.*, 2013). Celebrity endorsers are people who are attractive and can advertise products, have good credit so that they can foster purchase intention in people who see the ad and decide to buy the product advertised. A celebrity endorser in order not to be trusted must have credibility (Dewi and Purnami, 2019).

The credibility of celebrity supporters is the ability of a celebrity to convey messages or provide information properly and cannot be trusted (Arsita and Purnami, 2015). The use of celebrity endorsers who have credibility in an advertisement is also sought to gain support to build a brand image (Apejoye, 2013).

Using celebrity endorsers is a creative way of advertising to attract consumer attention and increasing awareness of products (Kiswalini & Nurcahya, 2014). Celebrity endorsers are widely used by companies to produce their products or services (Halonen-Knight & Hurmerinta, 2010). Maulanda in Amanda (2014) states that there is an influence between the credibility of celebrity supporters and brand image, namely the use of celebrity endorsers is more effective in generating positive responses to brand image, as well as increasing the desire to buy. Other studies have also obtained analysis results where the credibility of celebrity supporters has a positive and significant effect on the brand image (Wang Tsai, 2014)

Brand image is when consumers first hear the slogan of a product that is remembered and stored in the consumer's mind (Kotler and Keller, 2016). The brand image itself is a representation of consumer perceptions of a brand created from past information and experiences. A good brand image can generate emotional values from consumers, therefore companies are important to improve their brand image. *Positive perceptions and consumer trust in a brand will create a positive brand image* (Saraswati and Giantari, 2017).

Research conducted by Wulandari and Nurcahya (2015) shows that brand image has a positive and significant effect on purchasing decisions. Brand image has a significant and proven effect on purchase decisions for generic drugs (Ago, Gordius, *et al.*, 2015). Brand image has a positive and significant effect on purchase decisions (Amron, 2018). The research results of Supriyadi *et al.*, (2016) also show that brand image has a significant effect on consumer purchase decisions. Brand image significantly influences consumer purchase decisions (Widyastuti & Said, 2017).

Smartphone competition in Indonesia is influenced by many large companies including Apple, Xiaomi, Samsung, Oppo, Vivo, Realme, Huawei, and others. Measurement of sales on smartphones can be seen from how many consumers make purchase decisions on certain smartphone brands (Ruslim & Tumewu, 2015).

TABLE 1. INDONESIAN TOP 5 SMARTPHONE COMPANIES UNIT MARKET SHARE

<i>Brand</i>	<i>2019Q2</i>	<i>2019Q3</i>	<i>2020Q1</i>
Vivo	17.0%	22,8%	27,4 %
Oppo	21.5%	26,2%	20-25%
Samsung	26,9%	19,4%	15-20%
Xiaomi	16,8%	12,5%	10-15%
Realme	6,1%	12,6%	10-15%

Source: IDC, 2020

Table 1 shows that the big producers in the smartphone industry are Vivo and Oppo. This can be seen from the acquisition of the largest market share than other competitors. The Vivo smartphone occupies the first position of the smartphone brand in Indonesia, in second place in the 3rd quarter of 2019, the Vivo smartphone has succeeded in shifting Oppo and occupying the first position in the Indonesian market in the first quarter of 2020 with a market share of 27.4 percent. Oppo, which had an increase in 2019 by 4.7 percent, is now in second place. Samsung and Xiaomi experienced a very drastic decline in each quarter. While Realme stays in the 10-15 percent range and stays in the top 5 positions. The strengthening achievement of Vivo smartphones in the Indonesian market is also in line with its achievements in the global market, where Vivo smartphones have experienced a global market share growth of 7 percent and can reach the top 5 global smartphone brands.

Vivo Communication Technology Co. Ltd. is an electronics company from Dongguan, Guandong, China. This company is a subsidiary of BKK Electronics. The company also produces digital-based clothing and services besides smartphones. Vivo Communication Technology Co. Ltd. entered the Indonesian market in 2014. In the first quarter of 2015, Vivo was ranked among the top 10 smartphone makers and achieved a global market share of 2.7 percent (Phonearena.com, 2017). During the five years of entering the Indonesian market, Vivo smartphones have been able to compete with competitors with market share growth that continues to increase every year. This achievement proves that the Vivo smartphone has a strong enough brand image in the minds of the people.

The success of the Vivo smartphone cannot be separated from focusing on marketing activities and various promotional activities, one of which is using an advertisement with the support of celebrity endorsers. The use of celebrity endorsers must go through several considerations, including the level of celebrity popularity with the problem of whether the chosen celebrity can represent the character of the product being advertised (Royan, 2004: 7).

Celebrity endorsers from Indonesia used by Vivo smartphones are Afgansyah Reza, Prilly Latuconsina, Maudy Ayunda, and Sheryl Sheinafia. Apart from their charming looks, they are also figures who inspire people with their achievements and good attitudes. Using celebrity endorsements apart from building a company's brand image also encourages purchase decisions to increase sales.

Based on the results of previous research, it is stated that celebrity endorsers have a significant effect on purchase decisions (Jatmika, 2017). Celebrity endorsers have a significant effect on purchase decisions (Kusumawati, Andriani, *et al.*, 2018). Celebrities that have good credibility will encourage a consumer to purchase a product (Darmansyah *et al.*, 2014). A different thing is stated by Handayani & Padmantyo (2017) which shows that celebrity endorsers have no significant effect on purchase decisions. Nurdianto and Dwi (2019) also state that celebrity endorser's credibility does not have a positive and significant effect on purchase decisions. The differences in these studies lead to the use of the brand image as a mediating variable supported by Catur's research (2020) which states that celebrity endorsers have a significant effect on purchase decisions through the brand image.

The exposure of the research results shows that purchase decisions can be influenced by two variables, namely celebrity endorsers and brand image. Researchers also conducted a pre-survey as preliminary information to see more about purchase decisions on Vivo smartphones in Denpasar City. The pre-survey was conducted using a google form questionnaire distributed using social media to 30 respondents in Denpasar City. The results of the pre-survey are presented in table 2 as follows.

TABLE 2. PRE – SURVEY RESULT

No.	Pre-survey Statement	Percentage
1	Have purchased a Vivo smartphone	100%
2	Purchasing a Vivo smartphone because of the good brand image factor	80%
3	Knowing celebrity endorsers on Vivo smartphones	73.3 %
4	Purchasing a Vivo smartphone because celebrity endorser's credibility factor	30%

Source: Preliminary Survey, 2020

The pre-survey results of 30 respondents illustrated that 80 percent of respondents said they bought a Vivo smartphone because of the good brand image factor. There is 73.3 percent of respondents who stated that they knew celebrity endorsers on Vivo smartphones and only 30 percent of respondents made purchases of Vivo smartphones because of the celebrity endorser's credibility factor.

II. CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

Literature Review

Celebrity endorser's credibility

Celebrity endorsers are people who are attractive and advertise products, have good credibility so that they can foster purchase intention in people who see the ad and decide to buy the product advertised. A celebrity endorser's credibility is the ability of a celebrity to convey messages or provide information properly and reliably (Arsita and Purnami, 2015). The use of celebrity endorsers who have credibility in an advertisement is also attempted to gain success in building a brand image (Apejoye, 2013). Using celebrity as an endorser is easier to influence the psychological consumption of consumers, and will lead to positive belief in the products it promotes (Haryantana and Ekawati, 2015).

Brand image

Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand (Savitri and Wardana, 2018). Brand image is everything related to consumer thoughts or perceptions of the brand of a product (Suharyono *et al.*, 2016).

Purchase Decisions

Purchasing decisions are individual activities that are directly involved in the decision to purchase products offered by sellers (Herawati *et al.* 2019).Tati and Suharyono (2015) state that purchasing decisions are the stages taken by consumers after searching for and gathering information about a product.

Hypothesis

The Effect of Celebrity Endorser's Credibility On Purchase Decisions

An attractive advertisement is an advertisement that has attractiveness, namely the ability to attract the attention of consumers, attractive advertisements are usually creative, that is, they can distinguish themselves from ordinary mass advertisements. The same advertisement as some other advertisements will not be able to compete in the competitive ad crowd and it is difficult to attract the attention of consumers (Shimp, 2003: 420). Celebrities have a multiplicity of appeal, which attracts a wide variety of target audiences to make purchase decisions (Shimp, 2003: 465). Attractiveness does not only mean physical attractiveness, although attractiveness can be a very important attribute but includes some characteristics that can be seen by the audience in support, intelligence, personality traits, lifestyle, and athletic posture. Consumers tend to form positive impressions and have more trust in celebrities as commercials because of the attractiveness of these celebrities, which can affect consumer purchase decisions.

Research conducted by (Kusumawati, Andriani, *et al.*, 2018) states that celebrity endorsers have a significant effect on purchase decisions. Maulanda in Amanda (2014) states that there is an influence between celebrity endorser's credibility and brand image, namely that the use of celebrity endorsers is more effective in producing a positive response to brand image, as well as increasing the desire to buy. There is a significant effect between celebrity endorsers on purchase decisions (Gunawan and Panjta, 2018). The results of research conducted by Kiswalini and Nurcahya (2014) state that celebrity endorsers have a positive and significant effect on purchase decisions for Honda Vario motorbikes. Also, research conducted by Jatmika (2017) also shows the same results, namely celebrity endorsers have a positive effect on purchase decisions. Based on theoretical logic and previous research on celebrity endorsers and purchase decisions, the following hypothesis can be taken.

H₁: Celebrity endorser's credibility has a positive and significant effect on purchase decisions.

The Effect of Celebrity Endorser's credibility on Brand Image

The use of celebrity endorsements has become a trend and perceived winning formula for building the brand image. With the support of a celebrity carried out by marketers, it will be able to increase the brand image of a product advertised. Celebrity endorsers can play a vital role in bringing a brand to be widely recognized by the public. According to Erfgen in Sabunwala (2013), a communication strategy using celebrity support in promoting a product will have an impact on the product's brand image itself. The use of celebrity endorsers who have credibility in an advertisement is also attempted to gain success in building a brand image (Apejoye, 2013). Celebrity endorser's credibility is the ability of a celebrity to convey messages or provide information properly and reliably (Arsita and Purnami, 2015).

Maulanda in Amanda (2014) states that there is an influence between celebrity endorser's credibility and brand image, namely that the use of celebrity endorsers is more effective in producing a positive response to brand image. Likewise, the research conducted by Putra and Sulyaswati (2015) obtained an analysis where celebrity endorsers had a positive and significant effect on brand image. Based on theoretical logic and previous research on celebrity endorser's credibility and brand image, the following hypothesis can be taken.

H₂: Celebrity endorser's credibility has a positive and significant effect on brand image.

The Effect of Brand Image on Purchase Decisions

The image of a brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase. This is supported by the research of Wulandari and Nurcahya (2015) which shows that brand image has a positive and significant effect on purchase decisions. Nguyen & Meng (2016) brand image has a positive and significant effect on purchase decisions. Ago, Gordius *et al.*, (2015) state that brand image has a significant effect and is proven to apply to purchase decisions. Research conducted by Arimbawa and Ekawati (2017) also states that brand image has a positive and significant effect on purchase decisions. Likewise, research conducted by Amron (2018) found that brand image has a positive and significant effect on purchase decisions. And Watson *et al.*, (2015) also showed similar results, namely brand image has a positive and significant effect on purchase decisions. Based on theoretical logic and previous research on brand image and purchase decisions, the following hypothesis can be taken.

H₃: Brand Image has a positive and significant effect on purchase decisions.

The Role of Brand Image Mediated the Effect of Celebrity Endorser's Credibility on Purchase Decisions

Catur (2020) states that celebrity endorsers have a significant effect on purchase decisions through brand image. Research conducted by Saraswati and Giantari (2017) and Aprilia and Sudiksa (2019) shows the same results that brand image is considered to significantly mediate celebrity endorsers with purchase intention. This research was also conducted by Apejoye (2013) which states that celebrity endorser's credibility affects

consumer purchase intentions when celebrities as endorsers are involved in cases that achieve a celebrity go down or up which can affect the brand image.

Putra and Sulistyawati (2015) state that celebrity endorsers have a positive effect on the brand image of a product. The better the credibility, attractiveness, expertise, and trust of a celebrity, the better the effect on the brand image of a product and vice versa. A positive brand image will affect the sustainability of a product and still be liked in the market so that it will determine the attitude of the next consumer. Based on the research results described above, the hypothesis for this study is as follows.

H₄: Brand image has a significant role in mediating the effect of celebrity endorsers on purchase decisions

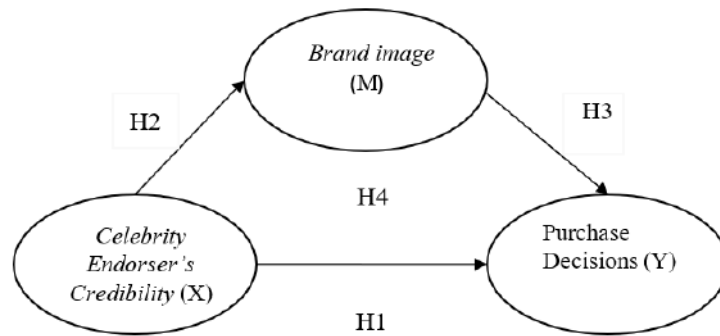


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

Based on the problems studied, this research is classified as associative research. This study uses analysis techniques in the form of path analysis and the Sobel test which aims to determine the role of brand image in mediating the influence of celebrity endorsers on purchase decisions of Vivo smartphones in Denpasar. This research was conducted in the city of Denpasar. Denpasar City was determined as the research location because it is the center of the city and government and trade in the Province of Bali which consists of a diverse population, where the education level of the population, the level of education, and the level of activity and sensitivity of a technology product are better than other districts/cities in Bali Province.

TABLE 3. RESEARCH VARIABLE INDICATORS

No.	Variable	Indicators	Reference
1.	Celebrity Endorser (X)	X ₁ Trustworthiness	Shimp (2003)
		X ₂ Expertise	
		X ₃ Attractiveness	
		X ₄ Respect	
		X ₅ Similarity	
2.	Brand Image (M)	M ₁ Strength of brand association	Kotler & Keller (2016)
		M ₂ Excellence brand association	
		M ₃ The uniqueness of the brand association	
3.	Purchase decisions (Y)	Y ₁ Recognition of problem	Tati & Suharyono (2015)
		Y ₂ Information search	
		Y ₃ Purchase decisions	
		Y ₄ Post Purchase Behavior	

Source: Previous research

The population in this study are people who have bought and used Vivo smartphone products in Denpasar City. The sample in this study amounted to 120 respondents. The sample in this study the members of the population chosen as the sample were the people of Denpasar City with a minimum education level of Junior High School who had bought and used Vivo smartphone products in the last 1 year. The data collection method is a survey method using a questionnaire. Questionnaires were distributed via a google form. The questionnaire was distributed digitally via social media Line, WhatsApp, and Instagram.

In this study, the sampling method used was non-probability sampling. The method used in this study was purposive sampling, which is a sampling technique with certain considerations or criteria. The sample criteria in this study are as follows.

- 1) The general public with the last Junior High School education. This consideration is used because someone with a minimum education level of Junior High School with the assumption can understand the contents of the questionnaire.

- 2) Domiciled in Denpasar City.
- 3) Prospective respondents who have purchased a Vivo smartphone and used it for at least 1 year.

IV. RESEARCH FINDING AND DISCUSSION

This study used 120 respondents, with the characteristics of the respondents in this study that could be seen based on gender, age, education, job type, and income or monthly allowance. More detail can be seen in Table 4 as follows.

TABLE 4. CHARACTERISTICS OF RESPONDENTS

No	Variable	Classification	Respondents	Percentage (%)
1	Gender	Male	62	51,6
		Female	58	48,4
		Total	120	100
2	Age	18-27 years old	113	94,2
		28-37 years old	6	5
		38-47 years old	0	0
		>47 years old	1	0,8
		Total	120	100
3	Education	Senior High School	32	26,7
		Diploma	14	11,7
		Bachelor	73	60,8
		Magister/Doctor	0	0
		Others	1	0,8
		Total	120	100
4	Job's type	Students	4	3,3
		College Students	92	76,7
		Private Employee	9	7,5
		Government Employee	0	0
		Entrepreneur	8	6,7
		Others	7	5,8
		Total	120	100
5	Income or monthly allowance	< Rp. 2.000.000	95	79,1
		Rp. 2.000.000- Rp. 4.000.000	17	14,2
		> Rp. 4.000.000	8	6,7
		Total	120	100

Source: Primary data processed, 2020.

Table 4 shows the characteristics of the respondents, the first characteristic is gender, the percentage of male respondents was 51.6 percent and female respondents were 48.4 percent. This data shows that there are fewer female respondents than men. This shows that the purchase decisions regarding Vivo smartphones in Denpasar City are carried out more by male respondents than female respondents.

The second characteristic, namely the age of the respondent, age characteristic of the respondents in this study was dominated by respondents aged 18-27 years with a percentage of 94.2 percent, while the lowest was with respondents in the age group > 47 years with a percentage of 0.8 percent. Based on this data, most of the respondents who bought a Vivo smartphone were teenagers, either students or college students.

The third characteristic, namely the education level of the respondents, in this characteristic the S1 education level gets a percentage of 60.8 percent, followed by high school education by 26.7 percent. Diploma Education by 11.7 percent and other education by 0.8 percent. This shows that the characteristics of the highest education level of respondents who decide to buy and use a Vivo smartphone are dominated by Bachelor's education.

The fourth characteristic, namely the respondent's job, the majority of the respondent's job shows a percentage of 76.7 percent for students, for private employees with a percentage of 7.5 percent, self-employed at 6.7 percent then students with a percentage of 3.3 percent and others who reach a percentage 5.8 percent. Based on these data, the characteristics of the respondents were dominated by students.

The last characteristic, namely the respondents are also grouped by the amount of income or pocket money per month. Of the 120 respondents, it can be seen that respondents with an income <Rp. 2,000,000 per month at 79.1 percent, then respondents who earn Rp. 2,000,000 - Rp. 4,000,000 per month with a percentage of 14.2 percent and respondents with an income > Rp. 4,000,000, namely with a percentage of 6.7 percent. This indicates that, based on their income or monthly allowance, the respondents are dominated by income or allowance <Rp. 2,000,000 per month. Source: Primary data processed, 2020.

Results of Testing Research Instruments

a) Validity Test

The results of the validity test in this study indicate that the three variables obtain a correlation coefficient (Pearson Correlation) with a total score of all indicators greater than 0.30. This proves that the statement items in the research instrument have met the data validity requirements.

b) Test the reliability of the instrument

The results of the reliability test in this study indicate that the three variables obtain a Cronbach's alpha coefficient that is greater than 0.60 so that the statements in the questionnaire in this study can be said to be reliable and can be used to conduct research.

Path Analysis Results

The calculation of the path analysis coefficient was carried out through the IBM SPSS Statistics 23.0 software which obtained the results shown in Table 5 below.

TABLE 5. THE RESULT OF PATH ANALYSIS 1

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig
1	(Constant)	3.990	.768		5.196	.000
	Celebrity endorser's credibility	.413	.039	.700	10.645	.000

a. Dependent Variable: *Brand Image*

R Square : 0,490

Sig F : 0,000

Source: Primary data processed, 2020.

Based on the results of the substructural path analysis 1 presented in the table above, the structural equation is as follows.

$$M = \beta_1 X + e_1$$

$$M = 0,700X + e_1$$

The regression coefficient value of the celebrity endorser variable is positive, which is equal to 0.700 with a t-test significance value of less than 0.05. This shows that celebrity endorser's credibility has a positive effect on brand image. The magnitude of the effect of independent variables on the dependent variable indicated by the determination of the total (R square) of 0.490 means that 49 percent of the variation brand image is effected by variations celebrity endorser's credibility, while the remaining 51 percent influenced by other factors not included in the model research.

TABLE6. THE RESULT OF PATH ANALYSIS 2

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig
1	(Constant)	2.981	1.083		2.753	.007
	celebrity endorser's credibility	.322	.069	.398	4.669	.000
	<i>Brand Image</i>	.574	.117	.418	4.901	.000

a. Dependent Variable: Purchase decisions

R Square : 0,566

Sig F : 0,000

Source: Primary data processed, 2020.

Based on the results of the substructural path analysis 2 presented in the table above, the structural equation is as follows.

$$Y = \beta_2X + \beta_3M + e_2$$

$$Y = 0,398X + 0,418M + e_2$$

Based on these structural equations, it can be concluded that the regression coefficient value of each independent variable is positive, namely 0.398 for celebrity endorser's credibility and 0.418 for the brand image variable with a t-test significance value of less than 0.05. This shows that the variable celebrity endorser's credibility and brand image has a positive effect on purchase decisions.

The magnitude of the effect of the independent variables on the dependent variable as indicated by the total determination value (R Square) of 0.566 means that 56.6 percent of the variation in purchase decisions is influenced by variations in celebrity endorser's credibility and brand image, while the remaining 43.4 percent is affected by these factors. others who were not included in the research model.

Coefficient of Determination

The total determination value of 0.780 means that 78 percent of the variation in purchase decisions is influenced by celebrity endorser's credibility and brand image, while the remaining 22 percent is influenced by other factors not included in the research model.

Direct, Indirect, and Total Effect

TABLE 7. DIRECT, INDIRECT, AND TOTAL EFFECT

Variable Effect	Direct Effect	Indirect Effect By Mediated	Total Effect
Celebrity Endorser's Credibility → Brand Image	0,700	-	-
Celebrity Endorser's Credibility → Purchase Decisions	0,398	0,292	0,690
Brand Image → Purchase Decisions	0,418	-	-

Source: Primary data processed, 2020

Based on the table above, it can be seen that the variable celebrity endorser's credibility (X) has a direct effect on purchase decisions (Y) and an indirect effect through brand image (M). The amount of the indirect effect coefficient can be calculated by multiplying the path coefficient from celebrity endorser's credibility to brand image with the path coefficient from brand image to purchase decisions of 0.700 x 0.418 = 0.292. So the total effect of the celebrity endorser's credibility variable on purchase decisions through brand image is 0.690. So it can be concluded that there is a greater total effect of celebrity endorser's credibility on purchase decisions through brand image, rather than the direct effect of celebrity endorser's credibility on purchase decisions without going through a brand image.

Sobel Test Results

Based on the calculation, the calculated z value is 3.50, which means it is greater than the z value of the table (3.50 > 1.96). This result means that brand image can significantly mediate the effect of celebrity endorser's credibility on purchase decisions.

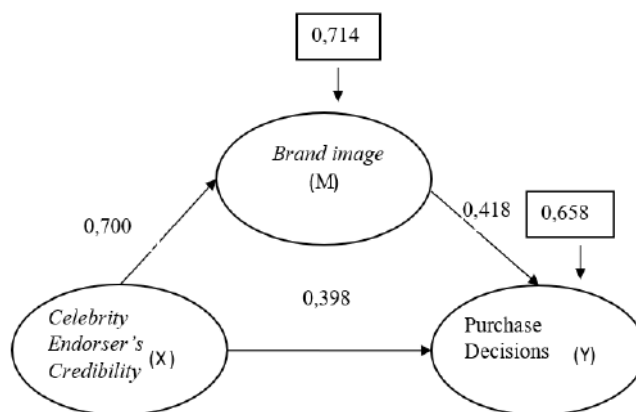


Figure 2: Final Conceptual Model

The Effect of Celebrity Endorser's Credibility On Purchase Decisions

Based on the results of the SPSS calculation regarding the effect of celebrity endorser's credibility on purchase decisions, the comparison of the significant value of t is 0.000 less than the significant value used ($0.000 < 0.05$), and the beta value of standardized coefficients is 0.398 which indicates a positive direction. This shows that celebrity endorser's credibility has a positive and significant effect on Vivo smartphone purchase decisions in Denpasar City, which means that H_0 is rejected and H_1 is accepted. These results imply that the values contained in celebrity endorser's credibility have a significant impact on Vivo smartphone purchase decisions in Denpasar City. Celebrity endorser's credibility, which is measured based on indicators: trustworthiness, expertise, attractiveness, respect, and similarity, is proven to be able to increase purchase decisions for Vivo smartphones in Denpasar City as indicated by the average value of the distribution of respondents' answers of 3.92, including good criteria. This means that the better the celebrity endorser's credibility in the minds of the public in promoting Vivo smartphones, it will increase Vivo smartphone purchase decisions.

These results support previous research conducted by Darmansyah., *Et al* (2014) which states that celebrities with good credibility will be able to encourage consumers to purchase a product. Jatmika (2017) states that celebrity endorsers have a positive effect on purchase decisions. Kusumawati, Andriani, *Et al* (2018) stated that celebrity endorsers have a significant effect on purchase decisions. The results of research conducted by Gunawan and Panjta (2018) state that there is a significant influence between celebrity endorsers on purchase decisions.

The Effect Of Celebrity Endorser's Credibility On Brand Image

Based on the results of the SPSS calculation regarding the effect of celebrity endorser's credibility on brand image, the comparison of the significance value of t is 0.000 less than the significant value used ($0.000 < 0.05$), and the beta value on standardized coefficients is 0.700 which indicates a positive direction. This shows that celebrity endorser's credibility has a positive and significant effect on brand image, which means that H_0 is rejected and H_2 is accepted. These results imply that the values contained in celebrity endorser's credibility have a significant impact on the brand image of Vivo smartphones. Celebrity endorser's credibility which is measured based on indicators: trustworthiness, expertise, attractiveness, respect, and similarity is proven to be able to strengthen the Vivo smartphone brand image in Denpasar City which is shown by the average value of the distribution of respondents' answers of 3.92 including good criteria. This means that the better the celebrity endorser's credibility in the minds of the public in promoting Vivo smartphones, the stronger the Vivo smartphone brand image will be.

The results of this study support previous research conducted by Sabunwala (2013), which states that a communication strategy to promote a product using celebrity supporters will have an impact on the brand image of the product itself. Maulanda in Amanda (2014) states that there is an influence between celebrity endorser's credibility and brand image, where using celebrity endorsers is more effective in producing a positive response to brand image. This is consistent with the results of research by Putra and Sulistyawati (2015) that celebrity endorsers have a positive and significant effect on brand image.

The Effect Of Brand Image On Purchase Decisions

Based on the results of the SPSS calculation regarding the effect of brand image on purchase decisions, a comparison of the significant value of t is 0.000 less than the significant value used ($0.000 < 0.05$), and the beta value on standardized coefficients is 0.418 which indicates a positive direction. This shows that brand image has a positive and significant effect on purchase decisions, which means that H_0 is rejected and H_3 is accepted. This result means that the values contained in the brand image have a significant effect on Vivo smartphone purchase decisions in Denpasar City. Brand image is measured based on indicators: the strength of brand association, superiority of brand association, and uniqueness of brand association which are proven to be able to increase purchase decisions for Vivo smartphones in Denpasar City as indicated by the average distribution value of respondents' brand image answers of 4.03, which is a strong criterion. This means that the stronger the brand image in the minds of consumers, the more consumer purchase decisions on Vivo smartphones in Denpasar City will increase.

These results support previous research conducted by Wulandari and Nurcahya (2015), Watson., *Et al* (2015), Nguyen & Meng (2016), Arimbawa and Ekawati (2017), and Amron (2018), stating that brand image has a positive and significant effect. against purchase decisions. This is also in line with the results of research by Ago, Gordius., *Et al* (2015), which states that brand image has a significant effect and is proven to apply to purchase decisions.

The Role Of Brand Image Mediated The Effect Of Celebrity Endorser's Credibility On Purchase Decisions

Based on the results of testing the fourth hypothesis H4, the Z value is 3.50 which is greater than the Z table value of 1.96. This shows that H0 is rejected and H4 can be accepted, so it can be interpreted that brand image can mediate the effect of celebrity endorser's credibility on purchase decisions, or in other words, celebrity endorser's credibility has an indirect effect on purchase decisions through brand image. This means that if celebrity endorser's credibility is perceived as getting better, it will strengthen the brand image, if the brand image gets stronger, it will indirectly increase the purchase decisions of Vivo smartphones. Based on table 4.9, it is explained that the celebrity endorser's credibility variable has a direct effect on purchase decisions and an indirect effect through brand image and brand image has a direct effect on purchase decisions. These results support previous research conducted by Saraswati and Giantari (2017), Aprilia and Sudiksa (2019) which state that the role of brand image significantly mediates the relationship between celebrity endorsers and purchase intention. Catur (2020) celebrity endorser has a significant effect on purchase decisions through brand image. Apejoye (2013) states that celebrity endorser's credibility has an effect on purchase intention when celebrities as endorsers are involved in cases that make a celebrity's achievement go up or down which can affect brand image. Putra and Sulistyawati (2015) also state that celebrity endorsers have a positive effect on the brand image of a product where a positive brand image will affect the sustainability of a product so that it will determine the next consumer attitude.

Research Limitations

- 1) The scope of this research is only in the area of Denpasar City, so the results of the study cannot be generalized to Vivo smartphone consumers who are outside the City of Denpasar.
- 2) This research is only carried out within a certain period (cross-section), while the needs and the environment are dynamic, so this research needs to be developed again in the future.

V. CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the research objectives, problem formulation, and research results with the discussion that has been described in the previous chapter, the following conclusions can be drawn:

- 1) Celebrity endorser's credibility has a positive and significant effect on Vivo smartphone purchase decisions in Denpasar City. These results show that the better celebrity endorser's credibility is used, the more Vivo smartphone purchase decisions will increase in Denpasar City
- 2) Celebrity endorser's credibility has a positive and significant effect on the Vivo smartphone brand image in Denpasar City. These results indicate that the better the celebrity endorser's credibility, the stronger the Vivo smartphone brand image in Denpasar City.
- 3) Brand Image has a positive and significant effect on Vivo smartphone purchase decisions in Denpasar City. These results indicate that the stronger the brand image of a product, the more purchase decisions by consumers for Vivo smartphones in Denpasar City will increase.
- 4) Brand image is significantly able to mediate the effect of celebrity endorser's credibility on Vivo smartphone purchase decisions in the city of Denpasar. These results indicate that the effect of the celebrity endorser's credibility variable on purchase decisions has a positive increase in the presence of the brand image variable as the mediation.

Suggestions

Based on the results of the study, the authors provide suggestions that are expected to help the management of the Vivo smartphone company, especially in Denpasar City, in its efforts to increase purchase decisions, and this suggestion is also shown to future researchers.

- 1) The management of the Vivo smartphone company needs to increase celebrity endorser's credibility such as using celebrities who are popular among teenagers in particular and the wider community in general who have physical attractiveness that can attract the attention of potential consumers as well as skills in promoting Vivo smartphones which can then increase purchase decisions on Vivo smartphones.
- 2) The management of the Vivo smartphone company needs to maintain and continue to improve the positive image on the Vivo smartphone by keeping abreast of the latest technology developments, innovating, and presenting smartphones with up to date models, features, and attributes to instill a strong image in a product. Brand image can represent and reflect product quality so that it can help consumers to make purchase decisions.

- 3) It is important for the management of the Vivo company to always strive for detailed and reliable information through the internet so that it can foster a sense of trust when consumers are looking for information to decide to make purchases on a Vivo smartphone.

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