

# RELASI 15(2) DIDIT DARMAWAN ET AL

*by Upkd Unsuri*

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**Submission date:** 28-Nov-2022 04:08AM (UTC-0500)

**Submission ID:** 1965040056

**File name:** Jurnal\_RELASI\_15\_2\_DARMAWAN,\_MARDIKANINGSIH,\_HARIANI-ARTIKEL.pdf (315.01K)

**Word count:** 4545

**Character count:** 24714

### 7 The Effects Of Endorser Credibility, Attitude Toward To ADS, And Brand Attitude On Purchase Intention

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#### Abstract

Development of motorcycle industry in Indonesian was represent by four producer' from Japan, such Honda, Suzuki, Yamaha, and Kawasa<sup>10</sup> Each brand was known by society, but how would people perceived it. How celebrity endorsements affect consumer purchase decisions is studied extensively by marketing and social psychology researchers. This research will measure endorser credibility of one of motorcycle brand. This research also conducts to discuss the impact of endorser credibility on attitude toward to ad and also the impact of attitude toward to ad and brand attitude on consumers' purchase intention. Researcher used path analysis with the AMOS program to calculate the effect of each variable to consumers' purchase intention. It's suggested that brand attitude would greater impact on consumers' purchase intention compare to rather than attitude toward to ad. A model will be developed to describe these relationship.<sup>7</sup>

**Keywords:** endorser credibility, attitude toward to ad, brand attitude, purchase intention.

#### 1. Introduction

The motorcycle industry in Indonesia is growing rapidly. Based on data<sup>8</sup> from the Central Statistics Agency - Badan Pusat Statistik (BPS), the number of motorbikes in 2015 was 98,881,267 units. This number is expected to continue to increase significantly each year. Motorcycle brands from Japan are still dominant in this industry because they are players who have high brand equity values. In Indonesia, there are only a number of motorcycle brands that have strong positions in the market, namely Honda, Suzuki, Yamaha and Kawasaki. A few years ago, Chinese or Taiwanese motorcycle brands tried to get involved in competition with existing brands. The existing facts show the pressures emanating from the presence of these brands, only in a short time has been reduced. This is because old brands already have complete network and

resource strength, and support high brand equity values.

At the beginning of the millennium, newcomers' brands had made it difficult for brands that existed before but after the market began to return to normal - which was marked by the stagnant composition of the market share of each brand - old brands were thinking about competition between them . The previous marketing strategy was not focused because besides facing new brands, it also faced fellow strong brands. Currently four strong brands that are still dominant in the composition of market share are Honda, Suzuki, Yamaha and Kawasaki. Tight competition occurs between two big brands namely Honda and Yamaha which have a more dominant market share than other brands. However, each of these brands is increasingly making line extensions to strengthen their position in the market which has been suppressed by newcomer brands. The state of the motorcycle market in Indonesia continues to grow with the arrival of new brands and new variants.

Promotion mix is one of the marketing strategies that rely on strong brands that have entered the market first, in addition to expanding their lines to strengthen their position in the market. In various mass media, motorcycle advertisements are increasingly trying to enter the minds of consumers. They offer a variety of advantages that are accompanied by benefits and product attributes. Some advertising stars have been used to strengthen and expedite the messages they want to convey to consumers. Some of them are representing Honda such as Mandra, Jaja Miharja, Syahrul Gunawan to Agnes Monica, Daniel Mananta and Nidji; representing Yamaha such as Dedi Miswar, Didi Petet, Komeng, Noah, Slank, and Valentino Rossi; and representing Suzuki such as Basuki, Mamiiek, and Farhan. The advertising stars that function as product endorsers represent each brand's personality. Brand personality is needed because consumers can express themselves through it. This is reasonable because brands that have high equity values, cause an impression of the product more influenced by the brand, not the product. In addition, for consumers, brands are useful to describe quality and help attract attention to new products that might be beneficial to them. These two things

led to the strong position of old brands in the motorcycle market.

This study will prove the role of endorser products on attitudes to advertising and brand attitudes, the role of attitudes to advertising towards brand attitudes and purchase intentions, and the role of brand attitudes towards purchase intentions.

## 2. Literature Review

### Endorserment

The concept of credibility has been and will continue to develop to the attention of academics and practitioners in the field of marketing and advertising. Endorser credibility or spokesperson has attracted attention in various literature (Goldberg and Hartwick, 1990). The endorser figure is defined as someone who recommends the product advertised. Endorsers are divided into five groups, namely celebrities, professionals, spokespeople, types of consumers, and similarities with celebrities. Celebrities from the field of athletics, stage, and films and television screens are often used to support products, whether explicitly or implicitly.

The credibility of a celebrity has more to do with two things, namely expertise and objectivity. This expertise will have to do with celebrity knowledge about the product being advertised. Whereas objectivity refers more to the ability of celebrities to give confidence or confidence to consumers of a product. Celebrities who have abilities that have trusted credibility will represent the advertised brand. The advertised product will be right with the perception desired by the audience.

Although marketers cannot directly control the response of consumers when processing persuasive communication, they can try to influence this reaction through certain elements in communication. One aspect like this is the source of the message. Reliable sources will usually facilitate persuasion. The level of knowledge or expertise of the source is the main determinant of credibility, but expertise alone is not sufficient. Sources must also be seen as worthy of trust. The source will lose credibility regardless of how much knowledge it has, if the recipient questions whether the source is worthy of

being trusted. Research shows greater persuasion when the source is physically attractive, liked, a celebrity, or the same as the target audience.

#### **Attitude Toward the Ad**

The ability of advertisements to create a supportive attitude towards a product or brand often depends on the attitude of the consumer towards the ad. Preferred or favorably evaluated advertisements can produce a more positive attitude towards a product or brand. Unlikable advertisements might reduce consumer evaluation. The attitude towards advertising is an indicator of attitude towards the product or brand, but it does not mean that consumers must always like an ad so that the ad is effective. There are advertisements that are not liked, but still work. Some advertisers, even deliberately making annoying advertisements in the hope that their messages can break through consumers, and other advertisers instead make cheap advertisements and less educate consumers. Advertisers should involve high aesthetic and ethical values and incorporate educational elements in designing their advertisements.

#### **Brand Attitude**

According to Peter and Olson (2010) attitudes can be defined as evaluating overall concepts carried out by someone, then it can be said that attitudes are as individuals faced with one stimulus that requires an individual reaction. The attitude of consumers towards the brand can be interpreted as conveying what is expected by the buyer in order to satisfy the needs of the buyer. Therefore, consumer attitudes can spur the desire or intention to buy a product. According to Keller (2013), brand attitudes are interpreted as the overall evaluation of consumers towards the brand. Attitudes or responses to brands are important because they often form the basis for consumer behavior. Brand attitude correlates with the formation of brand image. This was revealed by Aaker (1991) and Keller (1993) who stated, as part of brand associations, brand attitudes should have a direct influence on brand image. Brand attitude directs consumers to behave consistently towards similar brands, and to change a brand's attitude may require large adjustments and it involves a large contribution of costs especially on expenditure related to the promotion mix.

Loudan dan Della (1993) explain that attitudes can be formed through three factors, namely: personal experience, group associations, and influential others.

### **Purchase Intentions**

The intention to buy is something that is related to the customer's plan to buy a particular product, and how many units of product are needed in a certain period. The intention to make a purchase is a form of decision that studies why consumers buy a brand (Shah *et al.*, 2012). Martinez and Kim (2012) state that purchase intention is the stage of the respondent's desire to behave before making an actual purchase. Purchase intention is a mental statement of consumers that reflects the plan to purchase a number of products with a particular brand. Knowledge of purchase intentions is needed by marketers to find out consumer intentions towards a product and to predict consumer behavior in the future. The intention to buy is formed by the attitude of consumers towards products and consumer confidence in the quality of products. The lower consumer confidence in a product will cause a decrease in consumer purchase intention.

In the presentation of an advertisement, consumers who do not pay attention to the central information about the product, will pay attention to non-product aspects such as the advertising star or the display background. Affection and cognition responses to non-product characteristics can be integrated to form an attitude towards advertising. Furthermore, if consumers want to evaluate a brand during the decision-making process, the meaning associated with this ad can be activated and used to shape the brand's attitude or a desire to buy. In this way, the non-product path to persuasion can also influence consumers to buy, but through indirect means.

The Elaboration Likelihood Model of Persuasion was developed by Richard E. Petty and John T. Cacioppo who described the influences that arise from communication elements and depend on the elaboration that occurs during the process. Elaboration is a way of thinking that is relevant to the issue. This model guides how stimulus from communication will have an impact on behavior and attitude changes. Peter and Olson (2010) state that customers make purchases because



of an encouragement and buying behavior that can foster a loyalty to what they feel is appropriate for themselves. So purchase intention can be concluded as a tendency to make a purchase, after gaining a positive response to past actions. the response in question can be started from the confidence of peripherals, attitudes toward advertising and brand attitudes which then lead to purchase intention.

### Hypothesis

The hypothesis in this study consists of five hypotheses, namely:

H1: Endorser credibility has a significant positive effect on attitudes toward advertising.

H2: Endorser credibility has a significant positive effect on brand attitudes directly or indirectly through attitudes toward advertising.

H3: attitude toward advertising has a significant positive effect on brand attitudes.

H4: attitude toward advertising has a significant positive effect on purchase intention directly or indirectly through brand attitude.

H5: brand attitude has a significant positive influence on purchase intention.

### 3. Research Methods

This type of research is causal research or causal research. Causal research is a conclusive type whose main purpose is to get evidence of a causal relationship (Malhotra, 2007). This causal research is used to find out whether there is a causal relationship between the influence of endorser credibility, attitude to advertising, brand attitude towards purchase intention. Using a quantitative approach, where this approach focuses on collecting data / information breadth and not about the depth of information, this method matches a broad population and limited variables. Thus, from this research data or research research can represent good results.

This study uses path analysis as a data analysis technique, while for data tabulation, SPSS software is used. The software used is AMOS. Data collection was conducted in the period December 2017 - February 2018 using a sampling technique with a combination of purposive sampling - random sampling method, which was taken randomly, but was based on specific objectives and fulfilled the criteria as respondents. The study population is potential customers who have the

potential to buy a motorcycle in Surabaya. This study involved 100 respondents through collecting data from respondents' questionnaires and interviews.

Respondents had a condition that they had never owned a motorcycle and planned to buy it in the future, and to get the right respondent, the search and distribution of questionnaires were carried out on public transport passengers, such as minibus and city buses, or in the city transportation terminal and bus stops.

The chosen endorser is Valentino Rossi. Rossi became a Yamaha advertising star for a long time. The advertisements he starred in were printed media and electronic media. Rossi is considered to have quite high credibility and is known as a public figure with good personality and can be trusted. Yamaha's flagship product in Indonesia uses Rossi to represent product imagery. Even though the impact of imaging has not been made using Rossi as an advertising star on the sale of Yamaha brand motorcycles but Yamaha has mastered a third of the market share in Indonesia. Yamaha is still below Honda in terms of mastering market share. The overall existence of MotoGP has strengthened Rossi as an advertising star.

#### 4. Data Analysis And Discussion

Test of the model shows that this model is quite in accordance with the data used in the study as seen from the level of significance (P) of 0.59 and fulfilling the requirements ( $> 0.05$ ). The level of significance for the chi-square model is 0.30 and the GFI index ( $1.00 > 0.90$ ), TLI ( $1.03 > 0.95$ ), CFI ( $1.00 > 0.95$ ), CMIN / DF ( $0.30 < 2.00$ ) and RMSEA ( $0.00 < 0.08$ ) in the range of expected values as shown in Figure 1. The data collected after processing shows acceptance of the five hypotheses, as shown in Table 1. Limits of acceptance significantly influence the independent variables on the dependent variable, which is shown in terms of the P value  $< 0.05$  and the value of the critical ratio  $> 2$ .



Tabel 1. Regression Weights

dependent var.	← independent var.	S.E.	C.R.	P
Attitude toward the ad	← endorser credibility	0,084	4,107	0,000
Brand attitude	← attitude toward the ad	0,074	2,942	0,003
Brand attitude	← endorser credibility	0,067	11,511	0,000
Purchase intentions	← brand attitude	0,085	2,664	0,008
Purchase intentions	← attitude toward the ad	0,100	2,090	0,037

The first hypothesis states that the endorser credibility has a significant positive effect on attitudes toward the advertising. The influence and relationship between the two variables is indicated by a P value of 0,000 and a CR value of 4,107, each of which is within the specified limit, namely P <0.05 and CR > 2, which means that the endorser credibility variable has a significant positive effect on attitude toward the advertising.

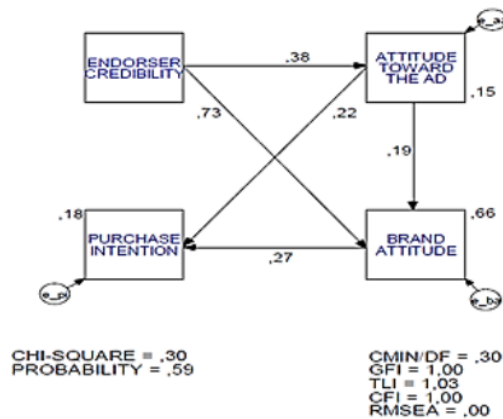


Figure 1. Path Analysis

The results of the first hypothesis support the findings of Lafferty and Goldsmith (1999); Kim and Na (2007); and Sallam and Wahid (2012) which show that endorsers' credibility is indeed positively related to attitude toward the advertising and products. Research by Darmawan and Erna (2003) states that a

celebrity that is used as an endorser for many products will have a negative influence on the endorser credibility and consumer attitudes towards these advertisements. Companies must be more careful in choosing the appropriate figure and will be used as an endorser. The influence given by endorsers is due to the saturation of the audience's attention towards the figure figure. The importance of the role of the endorser shows the company that the endorser factor is very important in delivering messages through advertisements so it is necessary to carefully select the right figure as an endorser.

The second hypothesis states that the endorser credibility has a significant positive effect on brand attitudes directly or indirectly through attitudes toward the advertising. The influence and relationship between these two variables are indicated by a P value of 0,000 and a CR value of 11,511, each of which is within the specified limit, namely  $P < 0.05$  and  $CR > 2$ , which means that the endorser credibility variable has a significant positive effect towards brand attitude. The third hypothesis which states that attitudes to advertising have a significant positive influence on brand attitudes, is acceptable. This is indicated by a P value of 0.003 and a CR value of 2.942.

The results shown by the second and third hypotheses support the findings of Goldberg and Hartwick (1990) and Sallam and Wahid (2012) which state that endorsers who have credibility have shown a positive influence on consumer attitudes toward to the advertising as well as their attitude to the brand. Lafferty and Goldsmith (1999) state that the endorser credibility indirectly has a positive effect on brand attitudes through attitudes toward the advertising. Jin and Phua (2014) and Gupta et al. (2015) found that the endorser credibility had a significant influence on purchase intentions.

The model shows the brand attitude as the dependent variable influenced by two independent variables, namely the endorser credibility and attitude towards the advertising. These two independent variables can explain 66.4% of the brand attitude variable, while the rest is explained by other factors. The equation of the influence and relationship of these variables is shown below.

$$\text{Brand Attitude} = 0,73 \text{ EC} + 0,19 \text{ AtA} + e$$

The fourth hypothesis states that the attitude towards advertising has a significant positive effect on purchase intention directly or indirectly through brand attitudes. The influence and relationship between the two variables is indicated by a P value of 0.037 and a CR value of 2.090, each of which is within the specified limit, namely  $P < 0.05$  and  $CR > 2$ , which means that the attitude variable to advertising has a positive influence significant to purchase intention. The fifth hypothesis which states that brand attitude has a significant positive influence on purchase intention, can be accepted and indicated by a P value of 0.008 and a CR value of 2.664.

The results of the fourth and fifth hypotheses reinforce findings from Cox and Locander (1987); Sallam and Wahid (2012); Kudeshia and Kumar (2017); Wang et al. (2017); and Taute et al. (2017) which states that advertising is directly related to purchase intention. Another study conducted by Darmawan and Erna (2003), regarding the impact of Inul as a product endorser on consumer purchase intentions, found an interesting thing because even though respondents liked the Inul figure, this was not enough to encourage purchase intention from TV viewers who had witnessed advertising (one of which is a motorcycle product that is a product of high involvement from consumers) starred by Inul, although Inul's positive influence was able to increase respondents' knowledge of the existence of these products. While other studies state that message strategies, advertising media, advertising stars as product endorsers, and broadcast frequencies are four factors that significantly influence the effectiveness of advertising partially or simultaneously (Darmawan, 2003). The power of delivering messages through advertising affects the evaluation of the brand / product.

The model in Figure 1 shows purchase intention as a dependent variable influenced by two independent variables, namely attitudes toward advertising and brand attitude. Partially the attitude variable toward advertising can explain 11.7% of purchase intention variables, while brand attitude variables can explain 14% of purchase intention variables. These two independent variables can simultaneously

only explain 17.6% of purchase intention variables, while the rest are explained by other factors. The influence and relationship of these variables as shown in the equation below.

$$\text{Purchase Intentions} = 0,22 \text{ AtA} + 0,27 \text{ BA} + e$$

Descriptively, respondents who did not have motorbikes expressed their opinion that those who planned to buy a brand starring Valentino Rossi at 11%, were interested in buying 44%, were hesitant to buy 36%, and would certainly not buy the brand for 9%, which means the distribution of respondents' responses that are positive towards endorsers, advertisements, and brands is 55%. Buying intention is very often used as a means of analyzing consumer behavior. Before making a purchase, consumers will generally gather some information, both about the product based on personal experience and from the surrounding environment. Buying intention is very often used as a means of analyzing consumer behavior. Before making a purchase, consumers will generally gather some information, both about the product based on personal experience and from the surrounding environment. Thus strategic planning is needed to determine who the celebrities are endorsers and how the design of ad impressions can attract buying interest from the target market.

## 5. Conclusion

The results of the study show the importance of the role and function of product endorsers on consumer attitudes to advertising and brand attitudes. This is indicated by the significant influence that comes from the endorser credibility on the two dependent variables that are affected, attitudes toward the advertising and brand attitudes. In chain, the influence that comes from the endorser credibility, on the attitude toward the advertisement, then to the brand attitude, will influence significantly and positively towards purchase intention.

Suggestions that can be given by researchers based on the results of this research are as follows: Yamaha as a well-known brand has superior products that can be imaged through the help of figure public endorsers. The appointment of public figures must be acceptable to all target markets to strengthen the brand

while also hoping to encourage changes in market behavior. In addition to having good imaging, public figures must have consistent attitudes and behaviors that can be accepted by society in general and do not have the potential to damage the image of the main brand. In the future, Yamaha needs to pay attention to the selection of other endorsers. Yamaha needs to always pay attention to endorsers that are in accordance with their target market, and able to communicate their products well. Thus the community still has a high buying interest in Yamaha products.

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