

THE INFLUENCE OF CELEBRITY CONGRUENCE ON PURCHASING DECISIONS WITH BRAND QUALITY AS A MODERATING VARIABLE

Syahrial Sidik¹, Alya Elita Sjoen², Rudi Kurniawan³, Abdul Latif⁴, Abdul Razak Munir⁵
Sekolah Tinggi Manajemen Asuransi TRISAKTI, Indonesia¹ Universitas Kristen Artha Wacana,
Indonesia² Politeknik LP3I, Indonesia³ Institut Dharma Bharata Grup, Indonesia⁴
Universitas Hasanuddin, Indonesia⁵
Email : syahrialsdk@gmail.com

Abstract

This research is quantitative research with an exploratory approach, namely using a number of studies related to Celebrity Congruence, Purchase Decision, and Brand Quality as the main reference and basic material to create novelty in the research carried out. This research uses primary data obtained from sellers of kebuli rice as many as 150 MSMEs and 150 consumers who have purchased kebuli rice. This data can be categorized as primary data because it was obtained directly. The instrument for obtaining this data uses an online questionnaire which contains 5 statements, namely strongly agree, agree, normal/so-so statement, disagree and strongly disagree which are used as validity test material. The data in this study was analyzed using the smart PLS 4.0 analysis tool. The result in this research show that the researcher's first hypothesis regarding the Celebrity Congruence variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven and accepted because the P-Values value is below the 0.05 significance level, namely 0.011. This is due to the promotional influence of Celebriiti which has the main tasks of knowledge, skills, markets and so on which are in line with the products being marketed which can significantly influence purchasing decisions. However, this research shows more significant results than previous research. Apart from that, in the second row of the third table the path coefficients show similar results if the Brand Quality variable can strengthen the influence of the Celebrity Congruence variable on Purchasing Decisions because the P-Values value is below the 0.05 significance level, namely 0.000, which is more significant than the direct test of 0.001. This is because Brand Quality is the most important thing to maintain and become the attention of buyers after seeing promotions from Celebrity Congruence. Based on this, the first and second hypotheses in this study are correct and can be proven.

Keywords: Celebrity Congruence, Purchasing Decisions, Brand Quality

1. INTRODUCTION

Celebrity Endorser According to (Keller 2016) celebrity endorser is the use of sources as attractive or popular figures in advertising, so that it can strengthen the image of a brand in the minds of customers. A celebrity endorser is a figure who is known to the public and acts as a consumer in advertisements (Hanif 2021). Meanwhile, according to (Shimp 2011) celebrity endorsement is the use of artists as advertising stars in the media, starting from print media, social media and television media.

In addition, celebrities are used because of their famous attributes including good looks, courage, talent, elegance, strength and attractiveness which represent the desired attractiveness of an advertised brand. According to (F. T. R. Sari 2022) there are two types of endorsers that companies can use to support advertising for the product or brand that will be advertised, namely a. Celebrity endorsers are television stars, film actors, famous athletes and others who are widely used in advertisements in magazines, radio, television advertisements that support a product b.

Non-celebrity endorsers (typical person endorsers) are ordinary people or non-celebrities who are used to endorse a product. The reason why celebrities are very popular with manufacturers to advertise their products is because the message conveyed by interesting sources such as celebrities who are currently popular will be able to get greater attention and will be easier to remember (Cholifah 2016). According to (Rahmani and Bursan 2022), celebrities can have a strong influence on consumers when purchasing products and services and choosing brands. Celebrities can be an important marketing tool for a product because of their extraordinary appeal and having many fans which differentiate them from other people.

According to (Nawang Sari 2020) there are three factors that celebrities have in attracting consumers to make purchases, namely a. Attractiveness Attractiveness or attractiveness refers to the friendliness, physical and pleasant nature of the celebrity. There are two important things in the use of celebrities if it is related to attractiveness or attractiveness, first is the level of audience liking (likeability) and second is the level of similarity with the personality desired by the product user (similarity), where the two cannot be separated and must coexist. b. Trustworthiness Trustworthiness or trustworthiness refers to the honesty, integrity and trustworthiness of a celebrity supporting the product. Often a particular supporter is considered very trustworthy even though he is not an expert in his field. Trust in a supporter depends on the audience's perception of the motivation for their support. c. Expertise Expertise or expertise refers to a supporter's knowledge, experience or skills with the advertising topic. An endorser can be more accepted if he or she is knowledgeable about the product he or she is endorsing so that the endorser will be more persuasive in conveying the message.

Based on this description, a celebrity endorser is the ability of a famous person to influence consumers by advertising a product or service from a company so that it can contribute to increasing sales of the company doing the endorsement. The use of celebrities as endorsers is believed to have its own appeal because it has the advantage of publicity and getting attention from consumers so that there are advantages in being used as a tool to provide suggestions to consumers by taking advantage of their popularity. This makes celebrities get attention from more people so it is hoped that they can attract consumer sympathy to make purchasing decisions about a product (Nathaniel et al. 2020).

The celebrities referred to in this research are celebrities who are compatible with the products that will be promoted. Researchers believe that celebrity suitability can be an advantage, including that celebrities can provide in-depth information during promotions without in-depth research and can create suitability for the market to be promoted. On this basis, researchers believe that the potential for purchasing decisions made by consumers is also getting bigger. Purchasing decisions are a process of making decisions about purchasing which includes determining what to buy or not to buy and this decision is obtained from previous activities (Assauri 2009). According to (Budijanto 2003) purchasing decisions are a real purchasing process, whether or not to buy an item with a problem solving approach to human activities in fulfilling desires and needs which consists of recognizing needs and desires, searching for information, evaluating purchase alternatives, purchase and post-purchase behavior. Meanwhile, according (Febriandhika and Kurniawan 2020) a purchasing decision is an action taken by consumers to determine whether to buy or not buy a product which is influenced by several factors in the decision making process.

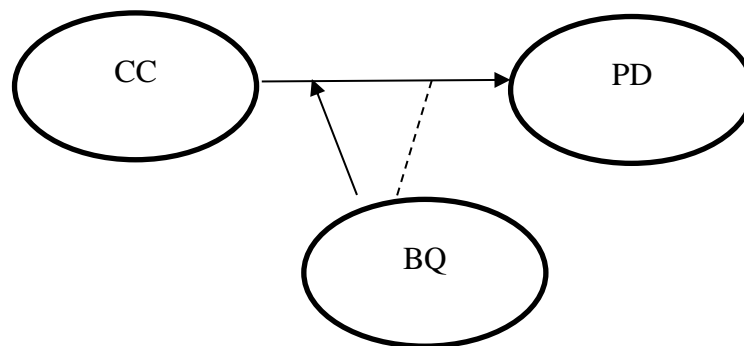
The stages of the purchasing decision process as well as the indicators in purchasing decisions according to (Yulianti.D.R 2020) are as follows: 1. Problem recognition. The purchasing process begins with recognition of a problem or need. These needs can be driven by stimuli from within or from outside the buyer. 2. Information search. Consumers can obtain information from various sources, including: a. Personal sources: family, friends, neighbors, acquaintances. b. Commercial sources: advertising, salespeople, dealers, packaging, exhibitions.

c. Public sources: mass media, consumer organizations. d. Experiential sources: have handled, tested and used the product. 3. Evaluate alternatives. At this stage there is no easy and single evaluation process that can be used for all consumers or even by one consumer in all purchasing situations. 4. Purchase decision. This stage begins with the assessment stage of various alternatives which can be seen from the attributes attached to the product.

There are a number of studies (Farida 2019); (Anugerah 2022); (F. T. R. Sari 2022); (Maulidya 2020) & (Nathaniel et al. 2020) show a positive relationship and a significant influence on purchasing decisions. Different from the five studies above, this study adds the Brand Quality variable as a moderating variable and the Celebrity referred to in this research is Congruence Celebrity which researchers believe has a better impact on Purchasing Decisions than ordinary Celebrities.

2. RESEARCH METHODS

Figure 1
Model



Noted:

CC: Celebrity Congruence

PD: Purchase Decision

BQ: Brand Quality

Based on research results (Farida 2019); (Anugerah 2022); (F. T. R. Sari 2022); (Maulidya 2020) & (Nathaniel et al. 2020) show that the Celebrity variable has a positive relationship and has a significant influence on purchasing decisions. In contrast to a number of studies above, this research adds the Brand Quality variable as a moderating variable which researchers believe can strengthen the influence of the Celebrity variable on Purchasing Decisions (Farida 2019). Different from the Celebrity variable referred to in this research is Celebrity Congruence, namely celebrities who have market specifications, skills and knowledge in accordance with the brand to be promoted (F. T. R. Sari 2022). This research is quantitative research with an exploratory approach, namely using a number of studies related to Celebrity Congruence, Pruchase Decision, and Brand Quality as the main reference and basic material to create novelty in the research carried out (Nugraha, Suharyono, and Kusumawati 2015). This research uses primary data obtained from sellers of kebuli rice as many as 150 MSMEs and 150 consumers who have purchased kebuli rice. This data can be categorized as primary data because it was obtained directly (Sulistiono, Wahyu Fitriadi, and Muhamad Pauzy 2022). The instrument for obtaining this data uses an online questionnaire which contains 5 statements, namely strongly agree, agree, normal/so-so statement, disagree and strongly disagree which are used as validity test material. The data in this study was analyzed using the smart PLS 4.0 analysis tool. The following is the formulation of hyptheisis in this research.

Hypothesis:

H1: The Influence of Celebrity Congruence on Pruchase Decision

H2: Brand Quality Can Moderates The Influence of Celebrity Congruence on Pruchase Decision

3. RESULT AND DISCUSSION**Validity Test**

The researcher's explanation in the research methodology section above is that data collection using digital questionnaire instruments aims to collect data which is ultimately used in the validity testing stage as an initial requirement in testing reliability and path coefficients. The following are the results of the validity test in this research (Ghozali 2016):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Celebrity Congruence (X1)	Celebrities have expertise in several fields	0.831
	Celebrities have a good impact on promotions so that consumers make purchasing decisions	0.829
	Celebrities have their own clusters	0.844
	Celebrities are rarely categorized as multi-market	0.849
	Celebrities are the right people to market products	0.862
	Celebrities who have knowledge, skills, and markets that are suitable for the product being marketed have a more positive impact on purchasing decisions compared to those who do not have the same suitability.	0.856
Purchase Decision (Y)	Purchasing decisions can be influenced by a celebrity's promotions	0.921
	Purchasing decisions can be influenced by Brand Quality	0.939
	Purchasing decisions can be greatly influenced by celebrities who have duties that are appropriate to the product being promoted	0.911
	Purchasing decisions can be influenced by a celebrity's credibility	0.925
	Brand quality can influence	0.978

Brand Quality (Z)	purchasing decisions	
	Brand quality is an important thing for a company to maintain	0.966
	Brand Quality can strengthen the influence of Celebrity Congruence on Purchasing Decisions	0.969
	Brand quality is the most important thing for consumers to take into account when making purchasing decisions	0.959

Validity Test > 0.70

Reliability Test

The 14 question items presented in the digital questionnaire which include 6 question items for the Celebrity Congruence variable, 4 question items for the Purchase Decision variable, and 4 question items for the Brand Quality variable have been declared valid. The next stage is the reliability test. The following are the results of the reliability test in this research (Sarstedt et al. 2014)

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Celebrity Congruence	0.895	0.855	Reliable
Purchase Decision	0.939	0.895	Reliable
Brand Quality	0.989	0.949	Reliable

Reliability Test > 0.70

Path Coefisien

The hypothesis that researchers propose in this article is that the Celebrity Congruence variable on Purchasing Decisions and the Brand Quality variable can strengthen the influence of Celebrity Congruence on Purchasing Decisions. However, to prove this, you must first pass the validity test stage, reliability test. These stages have been passed and the following are the results of Path Efficiency in this research (Hair 2010):

Table 3
Path Coefisien

Direct Influence	Variable	P-Values	Noted
	CC->PD	0.001	Accepted
Indirect Influence	BQ* CC->PD	0.000	Accepted

Significant Level < 0.05

Based on the results of the first three rows of the table above, it can be concluded that the researcher's first hypothesis regarding the Celebrity Congruence variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven and accepted because the P-Values value is below the 0.05 significance level, namely 0.011. This is due to the promotional influence of Sneebriti which has the main tasks of knowledge, skills, markets and so on which are in line with the products being marketed which can significantly influence purchasing decisions. These results are also in line with a number of previous studies,

namely (Farida 2019); (Anugerah 2022); (F. T. R. Sari 2022); (Maulidya 2020) & (Nathaniel et al. 2020). However, this research shows more significant results than previous research. Apart from that, in the second row of the third table the path coefficients show similar results if the Brand Quality variable can strengthen the influence of the Celebrity Congruence variable on Purchasing Decisions because the P-Values value is below the 0.05 significance level, namely 0.000, which is more significant than the direct test of 0.001. This is because Brand Quality is the most important thing to maintain and become the attention of buyers after seeing promotions from Celebrity Congruence. Based on this, the first and second hypotheses in this study are correct and can be proven.

4. CONCLUSION

Based on the results of the first three rows of the table above, it can be concluded that the researcher's first hypothesis regarding the Celebrity Congruence variable can have a positive relationship direction and a significant influence on Purchasing Decisions can be proven and accepted because the P-Values value is below the 0.05 significance level, namely 0.011. This is due to the promotional influence of Sleetriti which has the main tasks of knowledge, skills, markets and so on which are in line with the products being marketed which can significantly influence purchasing decisions. These results are also in line with a number of previous studies, namely (Farida 2019); (Anugerah 2022); (F. T. R. Sari 2022); (Maulidya 2020) & (Nathaniel et al. 2020). However, this research shows more significant results than previous research. Apart from that, in the second row of the third table the path coefficients show similar results if the Brand Quality variable can strengthen the influence of the Celebrity Congruence variable on Purchasing Decisions because the P-Values value is below the 0.05 significance level, namely 0.000, which is more significant than the direct test of 0.001. This is because Brand Quality is the most important thing to maintain and become the attention of buyers after seeing promotions from Celebrity Congruence. Based on this, the first and second hypotheses in this study are correct and can be proven.

REFERENCES

- Anugerah, Rita. 2022. Repository Universitas Islam Riau “Pengaruh Celebrity Endorsement Dan Brand Awareness Terhadap Keputusan Pembelian Pada Es Teh Indonesia Cabang Delima Pekan Baru.” <https://Repository.Uir.Ac.Id/14194/1/185210123.Pdf>.
- Assauri, Sofjan. 2009. *Manajemen Pemasaran Konsep Dasar Dan Strategi, Edisi Pertama*. Jakarta: Raja Grafindo Persada.
- Budijanto. 2003. “Pengaruh Leader Member Exchange (Lmx) Dan Kepuasan Kerja Terhadap Organizational Citizenship Behavior (Ocb) Guru Sd Swasta Di Kecamatan Menteng Jakarta Pusat.” *Demographic Research* 49(0): 1-33 : 29 Pag Texts + End Notes, Appendix, Referen.
- Cholifah, N. 2016. “Pengaruh Celebrity Endorser Terhadap Brand Image (Survei Pada Konsumen Kosmetik Wardah Di Counter Wardah Kota Malang).” *Jurnal Administrasi Bisnis S1 Universitas Brawijaya* 36(1): 170–77.
- Farida, Novia Nur. 2019. “Pengaruh Celebrity Endorser, Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Pada Geprek Bensu Cabang Jember.”
- Febriandhika, Ikke, And Teguh Kurniawan. 2020. “Pengembangan Pariwisata Melalui

- Pemberdayaan Masyarakat Dilihat Dari Perspektif Implementasi Kebijakan.” *Jurnal Pariwisata Pesona* 5(1).
- Ghozali, I. 2016. *Aplikasi Analisis Multivariete Dengan Program (Ibm. Spss)*. Diponergoro: Univrsitas Dipenogoro.
- Hair. 2010. *Multivariate Data Analysis, Seventh Editions*. Prentice Hall: New Jersey.
- Hanif, Julio Armando Fadilio Muhammad. 2021. “Pengaruh Brand Image Dan Celebrity Endorsement Terhadap Minat Beli Dan Keputusan Pembeliandengan Minat Beli Sebagai Variabel Intervening (Studi Kasus Pada Pengguna Produk Skincare Ms Glow Di Universitas Muhammadiyah Surakarta).” *Publikasi Ilmiah* 1(1): 1–18.
- Julianita, Rizska. 2018. “Pengaruh Program Pengembangan Karir Terhadap Kinerja Karyawan.” *Jemasi: Jurnal Ekonomi Manajemen Dan Akuntansi* 14(1): 55–63.
- Keller, P. K. 2016. *Marketing Managemen (I. Pearson Education (Ed.)*. Pearson Education Limited.
- Maulidya, Devina. 2020. Skripsi “Pengaruh Celebrity Endorser Dan Kualitas Produk Terhadap Keputusan Pembelian Dengan Citra Merek Sebagai Variabel Intervening (Studi Kasus Pada Konsumen Wardah Di Kota Malang).”
- Nathaniel, Sonny Et Al. 2020. 8 “Pengaruh-Celebrity-Endorsement Terhadap Keputusan Pembelian.”
- Nawang Sari, L. C. 2020. “The Effect Of Celebrity Endorsement, Electronic Word Of Mouth, And Customer Satisfaction To Purchasing Decision.” *Journal Of Marketing And Consumer Research* 2(1): 24–33.
- Nugraha, Finnan Aditya Ajie, Suharyono, And Andriani Kusumawati. 2015. “Pengaruh Word Of Mouth Terhadap Keputusan Pembelian Dan Kepuasan Konsumen (Studi Pada Konsumen Kober Mie Setan Jalan Simpang Soekarno-Hatta Nomor 1-2 Malang).” *Jurnal Administrasi Bisnis (Jab)* 22(1): 1–7.
- Putri, Eka Rulianti Et Al. 2018. 13 *Jurnal Manajemen Perhotelan Dan Pariwisata* “Pengaruh Motivasi Dan Pengembangan Karir Terhadap Kinerja Keryawan Pada Bagian Mantri Ksp. Bangun Jaya Di Bandung.” <https://Jurnal.Narotama.Ac.Id/Index.Php/Magistra/Article/View/22>.
- Rahmani, Riska Gusti, And Rinaldi Bursan. 2022. “Pengaruh Celebrity Endorsement, Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Produk.” *Jurnal Bisnis Dan Manajemen* 10: 51–60.
- Sari, Desi. 2020. “Pengaruh Pengembangan Karir Terhadap Terhadap Kinerja Karyawan Pada Pt. Telekomunikasi Witel Daratan Riau Pekan Baru.”
- Sari, Febriana Tri Ratna. 2022. “Pengaruh Celebrity Endorser,Harga,Dan Citra Merek Terhadap Keputusan Pembelian Produk Scarlett.”
- Sarstedt, Marko Et Al. 2014. “Partial Least Squares Structural Equation Modeling (Pls-Sem): A Useful Tool For Family Business Researchers.” *Journal Of Family Business Strategy* 5(1): 105–15.

- Shimp, Ta. 2011. *Shimp, Ta. (2011). Promosi Periklanand An Aspek Lain Dari Komunikasi Pemasaran Terintegrasi. Kanada: Nelson Education. Ltd. Jakarta: Gramedia Pustaka Utama.*
- Sudaryana, Yayan. 2020. “Pengaruh Kompemasi Dan Pengembangan Karir Terhadap Kinerja Karyawan (Studi Pada Pt. Benesse Indonesia).” *Journal Of Management Review* 4(2): 491.
[Http://Jurnal.Unigal.Ac.Id/Index.Php/Managementreviewdoi:Http://Dx.Doi.Org/10.25157/Mr.V4i2.3470](http://Jurnal.Unigal.Ac.Id/Index.Php/Managementreviewdoi:Http://Dx.Doi.Org/10.25157/Mr.V4i2.3470).
- Sulistiono, Andrian, Budhi Wahyu Fitriadi, And Depy Muhamad Pauzy. 2022. “Pengaruh Lokasi Dan Promosi Terhadap Keputusan Pembelian.” *Jisma: Jurnal Ilmu Sosial, Manajemen, Dan Akuntansi* 1(3): 363–68.
- Sutono, Sutono, And Rahmat Hidayat. 2023. “Pengaruh Pelatihan Dan Pengembangan Karir Terhadap Kinerja Karyawan Dengan Komitmen Organisasional Sebagai Variabel Intervening Di Pt Syntronic Indonesia.” *Jiip - Jurnal Ilmiah Ilmu Pendidikan* 6(2): 1341–45.
- Yulianti.D.R. 2020. “Pengaruh Brand Image, Green Marketing Strategy Dan Emotional Desire Terhadap Keputusan Pembelian Produk Mcdonald’s.” *Jurnal Ilmiah Manajemen Dan Bisnis* 5(1): 69–79.