Impact of Celebrity Entrepreneur Endorsement for Consumer Purchase Decision

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ABSTRACT

Keywords

Introduction

Companies always seek strategies intended to attract consumer's attention and awareness about their brand through advertising. Also, the use of advertisement is expected to stimulant both consumer's purchase intention and decision. Among all advertising campaigns, celebrity endorsement is very popular and widely adopted (Erdogan et al., 2001; mehulkumar, 2005) for almost any type of product or service available (Doss, 2011). The use of celebrities is believed could draw more attention to the advertisements and also influence audience to desire to purchase the product. Many studies also shown that celebrity endorsers favorably influenced important advertising measures like purchase intention (La Ferle & Choi, 2005), brand image (Ugwuanyi, 2018), and consumer purchase decision (Madhusanka, 2017).

For celebrities, who work as an endorser for the product, they could get more income significantly by their contract with the company. Many celebrities are willing to work as endorsers with multiple products and companies often without regard to whether or not they use the product (Dahl, 2005). But, the allure of multiple endorsement contracts, would brings unwelcome consequences to the celebrities as well as the company hire them (Muda, 2014).

More over, if the celebrity advertisement have failed to attract consumer's attention towards the products. This had led to celebrities losing their credibility and reputation with customers which in turn limits their effectiveness and appeal with advertisers (silvera & Austad, 2004). Also, when the time came for researchers to do experiments, they held constant the activities of celebrity endorsement and manipulated the differences in personal characteristics (Atkin and Block, 1983). With that limited opportunity as an endorser also high pressure from company, the celebrities started to open up their own company and promote their own products by appearing as the endorser and spokesperson. Celebrities engage in business not just as endorsers but also with a financial stake and decision making role in the business (Muda, 2014)

Table 1. Business owned by Celebrity

Brand	Celebrity	Number of outlet	Year
Bakmi RN	Raffi Ahmad	23	2016
Dapur Asix	Ashanti	12	2018
Geprek Bensu	Ruben Onsu	75	2017
Warung Cak Lontong	Cak Lontong	1	2017

Source: Saputri, 2018

The phenomenon of celebrity appear not only as endorsers for product but are apparently engaged in entrepreneurial roles as initiator and business owner in Indonesia highly increase. Today, many Indonesia celebrities start their own business especially in food and beverages field. The table 1 showed several Indonesia celebrities who open their own business in food and beverage line. Problem is faced when the celebrity is an entrepreneur they become associated with a product or company relation with their popularity as celebrity could give a good impact to build their company. Furthermore would their credibility such as trustworthiness, expertise, attractiveness give impact of consumer buying behaviour. It is understood that by default all celebrity entrepreneurs are celebrity endorsers but not all endorsers are celebrity entrepreneurs. But, there are many similarities between the phenomena with celebrity endorsement so the conducting for this research is from a celebrity endorsement framework. This study aims to develop a theoretical framework to understand the impact of celebrity credibility in influencing their brand image towards to consumer buying behaviour when the celebrity as endorser and the owner of the product. Also, this study seeks to investigate celebrity credibility the celebrity endorsement entrepreneur model and its roles in advertising effectiveness to influence customer buying behaviour in developing country.

Based on the table 1, Geprek Bensu is the most widely in Indonesia and the biggest number of outlet comparing with another celebrity restaurant business. Geprek Bensu is fried chicken restaurant owned by one of famous celebrity in Indonesia which is Ruben Onsu. In this condition, Ruben Onsu as endorser also the owner of his restaurant have to engage with his company. Furthermore, Jakarta is the

biggest number of chicken product consumption in Indonesia, reach 1 million/day (Media Online, 2018). This phenomenon then becomes the basis of encouraging the author to use Geprek Bensu as the main research object in the context of celebrity endorsement entrepreneur in Indonesia. The purpose of this research is to study the impact of credibility of Ruben Onsu as a entrepreneur celebrity to Geprek Bensu brand image which will affect to customer purchase decision.

Since the beginning of online sites such as Instagram, Twitter, Facebook and Pinterest, social media has been extensively adopted. The users are mostly teenagers and young adults who roved from traditional media (Egan, 2007). Celebrities has widely use social media, and use them to engage with their fans and followers (Stever & Lawson, 2013). With its wider outreach, younger target audience, lower costs, social media has also been embraced by marketers as an intermediate for marketing and product promotions (Sexsmith & Angel, 2012).

The existing research showed that a celebrity endorsement effectively promotes products by influencing the effectiveness of an advertisement (Goldsmith, Lafferty, & Newell, 2000; Hung, 2014; Spry, Pappu & Bettina Cornwell, 2011). These celebrities can help advertisements stand out from the surrounding media clutter, thus improving communicative ability by cutting through excess noise in the communication process (Muda, Musa & Putit, 2012). While there are still limited research that focus on only celebrity as endorser. Celebrity as endorser have a different treat comparing celebrity as the endorser also the owner of the product. As endorser, celebrity is hired by the company only to promote their product so the engagement the celebrity with the product not too much. So, when the celebrity being the owner and also endorser for their product, whether their credibility give an effect on brand image towards to customer purchase decision or not. Though there are extensive research which show that consumers are generally responsive to celebrity endorsement, it is unclear what impact a celebrity endorsement entrepreneur would have their own brand to consumer purchase decision. However celebrity entrepreneur endorse their own products or brands whilst celebrity endorser do it for others.

The findings of this research will be beneficial for marketers as it will help them in choosing the ideal celebrity endorsers by affirming through the characteristics that the celebrity has. This research aims to determine the features and characteristics that instigate the success of celebrity endorsement on social media, whilst evaluating how effective the endorsements are. Moreover, this research studies the influence of celebrity endorser on social media towards the followers attitudes and purchase intention on the product that the celebrity endorsed. More importantly, it will also be useful for marketers to determine if the celebrity endorser are worth investing in, postulate an ephemeral insight through comparing the effectiveness of celebrity endorsement on social media, and expediency of the ideal social media based on the marketing objectives.

Furthermore, it is also important to examine the influence of celebrity entrepreneur endorsement on brand image, towards consumer purchase decision, especially in food and beverages product. More insight on this topic will provide a deeper understanding and also aids companies to determine the successful attributes of celebrity endorsement.

Nowadays, as competition is preeminent, the role of celebrity endorser has become important for marketers. Also, considering that research on this topic is limited, it is important to analyze to which extent the importance of celebrity and their influence on consumer purchase decision. There is still a lack of study that discuss the interrelationship of attractiveness, expertise, trustworthiness on brand image and consumer purchase decision, which helps company to determine the attributes and characteristics of celebrities, particularly in the Indonesian context. Additionally, this study examines the effect of celebrity entrepreneur endorsement on brand image development towards consumer purchase decision, peculiarly in food and beverages product.

Literature Review

Celebrity Entrepreneur Theory

Celebrities are people who are recognized by the public for their achievements in areas such as entertainment, sports, brand-image, and etc. (Speck, Schumann & Thompson, 1988). In a lot of societies, celebrities are seen as a role model of success. Many consumers are inspired by them, and wants to share their lifestyles and values (Alsmadi, 2006). Thus, celebrity endorsement is commonly used as a marketing strategy as it is more effective in advertising products or services in creating desirable outcomes, than celebrity-less endorsement.

Throughout times, celebrities are aware of this circumstance. Hence, celebrities involve in business not just as endorsers, but also with a decision making role in the business and as a financial stake (Muda et al., 2014). According to Hunter (2010), celebrity entrepreneurs are individuals who are well-recognized as their well-being, and owning or running a business (or are depicted as doing so). The introduction of their new products or services, is generally publicized in the media; thus, generating publicity for the celebrity individuals and their business. The involvement of the celebrity in the company makes them the endorser of their own company and products or services (Muda et al., 2014). Additionally, (Muda et al., 2014) implies that not all celebrity endorsers are celebrity entrepreneurs, but by default all celebrities are endorsers. In this study, we will use the brand of Geprek Bensu, owned by the famous celebrity endorser and entrepreneur, Ruben onsu.

Social Media

Social media is becoming a platform of consummate values for celebrities; it provides a convenient and safe way for celebrities to interact with consumers (Chung & Cho, 2017). Most celebrities use social media platforms such as Instagram, Facebook and Twitter to engage with consumers or their followers/fans. In the past, opportunities for interactions with celebrities are cautiously controlled, and is more for promotion and publicity purposes (Chung & Cho, 2017). Nonetheless, social media have transformed this one-sided relationship to a more mutual and shared rapport. Nowadays, celebrities are more keenly in sharing their

personal information and lives to their audience. In return, followers or fans are able to follow and oversee their favoured celebrities all-day, glancing into their personal lives and becoming to know them "personally and up-close" (Chung & Cho, 2017).

Nowadays, social media has becoming a "tool" for open, intimate, frequent and mutual way of conducting interactions, and for marketing purposes (Chung & Cho, 2017). Increasingly, celebrities are using social media platforms to promote products or services, whilst revealing their thoughts and personal lives to consumers, and to increase publicity (Chung & Cho, 2017). For instance, Ruben Onsu utilized Instagram, Facebook, Twitter, and even Youtube, to promote his brands and personal lives. Additionally, he also use social media platforms to engage in conversations. The new era of media environments have tightened the distance between celebrities and audience, and changed the role of audience which used to be admirers and spectators, to "friends" of their favourite celebrities. Notwithstanding the altering nature of celebrity and consumer relations on social media, a few research has been done in examining its association with celebrity endorsement.

Celebrity Attractiveness

In the opinion of McCroskey and McCain (1974), attractiveness is correlated with how endorsers or celebrities social values and perceived quality. Physical appearance and attractiveness, personality, and similarity to the recipient of the celebrity are essential in endorsing a product or service. Consumers will likely to value and attracted to celebrities or endorsers when they have a lot of similarities. According to Bardia et al. (2011), the physical appearance attractiveness of celebrity is interconnected to the individual's initial judgement, which is stimulated by the qualities and characteristics of the endorsers or celebrity; body height and weight, and facial attractiveness.

Endorsers that is considered attractive will likely lead to consumer buying intention (Van der Waldt, Van Loggerenberg & Wehmeyer, 2009). With regards to the attractiveness factor, consumer is more induced by attractive celebrities or endorsers in contrast to less attractive ones (Joseph, 1982; Kahle & Homer, 1985). An effective and successful message can be conveyed through an imperative element which is attractiveness (Schlecht, 2003). Thus, the physical attractiveness of endorsers or celebrities could be applied to improve the advertisement. Preceding researchers also found that a brand image can be drastically improved through celebrity or endorsers attractiveness. If the endorser's physical attribute of attractiveness is corresponding with the product or service endorsed, then consumers will develop a positive approach and attitude towards the product or services, and the advertisement evaluations.

Celebrity Expertise

A celebrity or endorser that is more influential and persuasive is revealed to have a greater level of expertise, which then causes a higher level of consumer buying intention (Chan et al, 2013; Erdogan, 1999; Ohanian, 1991).

According to McCracken (1989), expertise is defined as the professed ability from the source to create a valid and effective assertation. Hence, endorser should be knowledgeable and competent to deliver detailed information and legality on the product or particular subject. A recent study has shown that buyers purchasing decision and trustworthiness are affected by the source of expertise in the services or products (Smith, Meurs and Neijens, 2006). Similarly, Praet (2001) claims endorsers or celebrities expertise is most effective in inducing and persuading in advertisements of a brand. Consequently, it is less effective for marketers or advertisers to use traditional messages and advertorials, instead of using celebrities or athletes with relevant areas and expertise would be more beneficial and effective (Charbonneau & Garland, 2005). Furthermore, Speck, Shcumann and Thompson (1988) revealed that endorsers or celebrities that have expertise in their relevant areas, would improve recognition and reminisce of the product than non-celebrities. By having more expertise and information regarding the products, endorsers or celebrities can increase the trustworthiness or credibility since it is more convincing for consumers (Moore, Hausknecht & Thamodaran, 1988; Sternthal, Philips and Dholakia, 1978; Wu & Shaffer, 1987), which then influence their purchasing decision. Thus, Daneshavray and Schewr (2000) believed that one of the most imperative quality for endorsement is expertise.

Celebrity Trustworthiness

Trustworthiness is described as the eagerness of the individual (companies and celebrities in this study), in providing in a sense view of truthful, legitimate and genuine information for consumers (Hovland, Janis & Kelly, 1953; McCracken, 1989; Nelson & Pearson, 1988; Ohanian, 1990). According to O'Mahony and Meenaghan (1997), trust is the source in forming the underlying features in recasting consumer purchasing decision and encouraging consumers. When a consumer already trust a particular brand, the probability of purchasing and brand loyalty will be increase. Hence, it is believed that endorser is essential in changing consumer buying attitude as they have the credibility and trustworthiness concept. This cognizance is aligned with Atkin and Block (1983) suggestion, in which they advocate that celebrities are believed as more trustworthy than non-celebrities. Celebrities or endorsers which are well known are more trustworthy as they have a reputation and their image are more visible than less known celebrities or endorsers. Thus, well known celebrities create a more sense of trustworthiness, which then affecting positively on consumers purchasing intention.

A study conducted by Wei and Li (2013), also shows that trustworthiness has an influence on consumer buying intentions. Chao et al. (2015) agree that trustworthiness on celebrity endorsement has a positive effect on consumer purchase decision. Hence, celebrity persona and trustworthiness is important to marketers and advertisers as they will be the image of the product and company. To increase the self-assurance of a consumer towards a product, the most effective and appropriate technique is done by forming a level of trustworthiness (Hakimi, Abedniya & Zaeim, 2011; Ohanian, 1990). Shimp (2003), discover that a

celebrity with high trustworthiness, honesty, reliability and relevance, is more beneficial for marketers and advertisers. Therefore, celebrities or endorsers without any scandals issues and has a high reputation of trustworthiness will be more beneficial as they can increase purchasing intention of consumers.

Noticeably, there is a positive relationship between trustworthiness, credibility and consumer buying intention. Hence, it is important that the chosen endorser or celebrity for a product, whom buyers can relate to and is acknowledged as honest, reliable, and real.

Brand Image

Brand image is one of the initial aspect of recognizing a product brand. The most important aspect from brand image is the first impression and information development (Setiawan, 2018). It is important for consumers to recognize and remember the brand, as it is the basic functionality and importance of brand image. According to Ambadar, et al. (2007:667), "brand image is a measure of the strength of the existence of a brand in the minds of consumers. Brand image includes brand recognition (a brand that has been known to consumers), brand recall (any brand that has been remembered by consumers for a particular category), top of mind (the first brand what consumers call a certain product), and dominant brand (one only brand that consumers remembers)."

According to Keller (2008), brand image has several understandings, in which:

1.   Consumers recognize what the brand is. Brands that are advertised and sold in the market must be according to the market needs, well-defined, and understandable so that consumers will recognize and remember the brand.

2.   Distinguishable amongst other competing brands. A brand has to make consumers aware of the vision and concept, able to dissect the product or service, and consumers can identify the differences and disparities amongst other competing brands.

3.   Aware and conscious of the brand's existence. Consumers must be made aware of the existence of the brand and they must be able to choose the product, and aware the existence and differences with competitors. Hence, brands must regularly do promotions and other strategies to attract the attention of potential consumers.

4.   Consumers can conceive and recognize the brand characteristics quickly. In making a product, company has to be more responsive the needs and wants of the consumers because by understanding it, consumers will conceive, recognize and reminisce the products of the brand quickly.

In the opinion of Keller (2003), a high-level brand image has three types of benefits and advantages. The first benefit of having a high-level brand image is that it provides learning advantage. The higher the level of brand image, the easier it is for consumers to ascertain and apprehend the brand, and consumers will recognize it easier and faster. The second benefit is that higher level brand image will instantly and easily put in consideration of consumers mind. Consumers will tend to consider and aware of a brand when it has a high level of brand image. Lastly, the purchase intention will be higher in a high-level brand image as consumers will tend to choose and purchase brands that are

more "known" to them. Thus, it can create low-involvement purchase decision, in case of lack of motivation in purchasing such product in a certain brand.

Consumer Purchase Decision

According to Kotler and Keller (2011), consumer purchase decision is the findings on how individuals or groups purchase goods or services, to satisfy needs and wants. Consumer purchase decision is the combination of consumer's intentions, attitudes, desires, preferences, and judgments when purchasing a product or service. The study of consumer purchase decision draws upon psychology, economics, and sociology. (Grimsley, n.d.). As frequently discussed in marketing, customers intend to make purchases to satisfy needs and wants. In several high standards of living countries, a high fraction of population's income is consumed on wants rather on basic needs (Prakash et al., 2010). In this study, the consumer purchase decision does not only implies on how buying decisions are made, but also to comprehend the dynamics and intentions that influence a purchase.

Types of Consumer Purchase Decision

Usually, consumers encountered purchasing decision daily. However, not all purchasing decision are considered similar. Several decisions involve more effort, as it is more intricate, and requires more judgement. Other purchasing decisions are relatively simple and routine. According to (Assael, 1981), there are four types of consumer purchase decision:

1.   Complex purchasing decision: These purchases are the most difficult, important and require high involvement (Prakash et al., 2010). Typically, the goods or services are expensive and rarely bought (Mitchell, 1992). Moreover, the customers have limited knowledge of the product or service.

2.   Dissonance-reducing purchase decision: These are purchases also requires high involvement. However, these are the purchases that the consumer have done previously (Prakash et al., 2010). After the initial purchase, the consumer tries to decrease the possibility of dissatisfaction and dissonance, by collecting information regarding the products or services (Mitchell, 1992).

3.   Variety seeking decision: Unlike the previous types of consumer purchase decision, variety seeking decision requires low involvement, though brand differences have a significant impact towards the purchasing decision (Mitchell, 1992). Additionally, these are the type of purchases where consumers exchange the brands regularly because of boredom, not dissatisfaction. The examples are; different types of drinks, snacks, etc.

4.   Habitual purchase decision: These are the purchases that require low involvement and brand differences have an insignificant impact towards the purchasing decision (Mitchell, 1992). The purchases are usually performed regularly, and every so often that consumers buy the similar products or services without considering other alternatives. The examples are; essential cooking ingredients, tissue paper, etc.

Research Model and Hypothesis Development

The items used in measuring the latent constructs were adapted from previous researches. Brand image was measured using the five item scale adapted from Fouladivanda et.al (2013), and the variable independent includes; Celebrity attractiveness, expertise, trustworthiness, adapted from Ugwuanyi et.al (2018). The hypothesized relationships in the research model were tested using a causal research design using a structured questionnaire as a survey method.
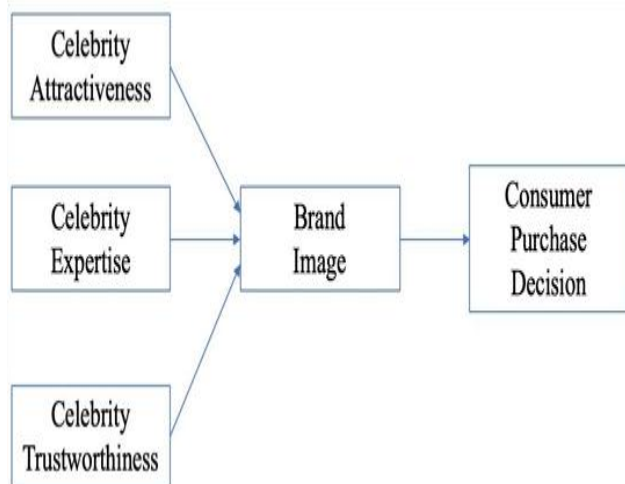

Figure 1. Research Framework
Source: Researcher, 2020

Based on the above notion, the research model is depicted as following. Thus, four developed hypotheses were tested, and they were as follow:

H1 : There is a significantly impact between celebrity attractiveness and brand image. H2 : There is a significantly impact between celebrity expertise and brand image.

H3 : There is a significantly impact between celebrity trustworthiness and brand image.

H4 : There is a significantly impact between brand image and consumer purchase decision

Research Methodology

Research Design

Research designs are procedures and plans used to conduct research that can be carried out. Decisions about broad considerations to detailed data collection and analysis methods. (Creswell, 2009:3). To conduct research, we can use all types of research methods and designs according to their goals, characteristics and problems. In research, researchers decide on the design as a plan to be used in research related to the objectives of the research. Suryabrata (1983: 37). the utility of descriptive research increases the analysis of relations between the phenomena necessary for this type of analysis. It is necessary to know a set of theoretical constructs to reveal a perceived reality and to realize that there is a positive correlation between these constructions. Thus, an initial empirical path can always be an exploratory study, cross-sectional and correlational Silva (2017).

According to Sugiyono (2015), research methods can be divided into methods quantitative and qualitative. Quantitative research methods produce findings that can be obtained using statistical procedures. In quantitative research, the relationship between variables used by researchers is analyzed using objective theory. for qualitative research methods are generally used to examine the condition of natural objects. The author uses quantitative research methods by using a questionnaire as an instrument for data collection. According to Sekaran (2010), unit of analysis is divided into individual units, pairs or two people (dyads), and groups. The authors will use individual analysis units, the unit of analysis is consumers who have tried Bensu products. Time horizon of the study was divided into cross sectional and longitudinal. Cross sectional is an observation made only once, according to the time determined by the researcher by looking at the relationship between the dependent and independent variables. Longitudinal studies are observations made on two or more time limits determined by researchers to collect the dependent variable. Of the two time periods, the writer will use cross sectional research.

This study uses a questionnaire used to measure the key constructs of the variables used through the operationalization of variables, where the Independent variables are celebrity attractiveness, celebrity expertise and celebrity trustworthiness, and the mediating variable is Brand image and the dependent variable is the purchase decision. The results were analyzed using the PLS (Partial Least Square) technique with SmartPLS3.

In this study using the type of associative research. According to Sugiyono (2015), associative research is an associative research is a research that has the aim to find out the relationship between two or more variables. The method used in this study was a questionnaire. the unit of analysis used in this study refers to individuals and consumers who have tried Bensu products in Jakarta.

Operational Variable

In this study using the dependent variable, independent variable, and Intervening variable. According to Sekaran & Bougie (2013) in Parwati & Widelia (2018) . Dependent variable is the variable that is affected, due to the influence of the Independent variable, Independent variable is the variables that affect the occurrence of changes or the emergence of the dependent variable, intervening variables are variables that theoretically affect the relationship between the independent variable and the dependent variable into an indirect relationship that cannot be observed and measured. This variable is the interrupting variable between the independent variable and the dependent variable, so the independent variable does not directly affect the change or the emergence of the dependent variable. In this study the Independent variables are Attractiveness, Expertise and Trustworthiness. The dependent variable in this study is purchase decision. The intervening variable in this study is brand image.

Questionnaire Development

The questionnaire has a total of 24 question indicators, there are attractiveness, expertise, trustworthiness, brand image and purchase decision variables. The questionnaire uses 5 linkert scales, starting from scale 1 which is "Strongly Disagree" to 5 which is "Strongly Agree". with the following information :
1 = Strongly Disagree 2 = Disagree
3 = Neutral
4 = Agree
5 = Strongly Agree
Based on (Simamora, 2005), to determine the respondent's answer criteria used rating scale and variable measurement categories by making a table of scale ranges as stated as follows:

SR = (m-n)/b

Where is : SR = Scale Range m = highest possible value
n = lowest possible value b = number of classes
With a 5-point linkert measurement, the scale range is:
SR = (5-1) / 5 = 0.8

Population and Sampling

This research is a descriptive study with a quantitative approach. According to Sugiyono (2015) Population is a generalization area in which contains objects and subjects that have certain qualities and characteristics that have been determined in advance in research to be studied and drawn conclusions. The population in this study are consumers who are in Jakarta.
According to Sugiyono (2015) in Parwati & Widelia (2018) , the sample is part of the number and characteristics contained in the population. Sample were taken from population were lived in Jakarta area where Jakarta is considered the largest when compared to other cities. Jakarta citizens' chicken consumption reaches 1 million chickens A Day. Sri Hartanti (2018). According to Sugiyono (2015), the withdrawal method used in this study is Purposive Sampling which is a sampling technique with certain considerations or criteria. Considerations or criteria used in selecting the sample of this research are consumers who have tried Bensu products in Jakarta.

Data Collection

According to Sugiyono (2015) in Parwati & Widelia (2018), the questionnaire is a data collection technique that is done by giving a number of written questions to the respondents to be answered. Questionnaires that have been made will be given to selected respondents. In the questionnaire researchers used open and closed questions so that the results obtained were more objective. Here an open question is a type of question that does not lead the respondent to a predetermined answer and is only selected from the answers provided and the closed question is a question that leads the respondent to an alternative answer that has been determined.
This study uses two collections to obtain the data needed, namely:

1.   Primary data collection.
This collection is done by conducting field research, namely by distributing questionnaires distributed to respondents who have tried products from Geprek Bensu.
2.   Secondary data collection
This data collection is done by using references from journal sources or previous research.
According to Malhotra (2010) the determination of the magnitude of respondents is as follows:
n = N X 5
n = minimum sample size N = Number of questions
From the above formula it can be determined, n = 24 X 5 = 120.
Based on this calculation, the minimum respondents for this study were 120 respondents.

Data Analysis

Data will be analyze by testing the validating and reliability. For hypothesis testing partial least square regression method will be employed. Research conducted is associative research. According to Sugiyono (2015) in Parwati & Widelia (2018), associative research is research that aims to find out the relationship between two or more variables. This study has Celebrity attractiveness, expertise, trustworthiness as independent variables, and brand image as intervening variable and purchase decision as the dependent variable. This study aims to determine the relationship between the independent variable and the dependent variable.

Validity and Reliability

According to Sekaran and Bougie (2013) in Parwati & Widelia (2018). Validity is used as proof that the instrument, technique, or process used can measure a concept. So the validity test aims to measure the validity or invalidity of a question in the questionnaire. In this study the validity test was used to find out if there were statements in the questionnaire that had to be discarded or replaced because they were considered irrelevant. By using PLS, the validity test is done by comparing r arithmetic and r tables.
Where the basis for decision making is:
•   If r arithmetic > r table means valid
•   r count < r table means invalid
The value of r Table for n = 30 respondents and the significance of 5% (α = 0.05) is
0.361. However, these 30 respondents were only used for initial testing, then when the questionnaire was distributed to 30 respondents, the distribution was continued by 24 questionnaires. then n = 120 respondents and the significance of 5% then the value of r table is 1.96 Distribution (Table t) for α = 0.05 with degrees of freedom = n-2 decision rules if t arithmetic> t table means valid and if t arithmetic < t table, means invalid.(Parwati and Widelia.2018). If the instrument is valid, then the interpretation criteria regarding the correlation index (r) are as follows:

Table. 2 Correlation Index

Between 0,800 - 1,000	Very High
Between .600 - 0.799	Height
Between 0.400 - 0.599	is quite high
Between .200 - 0.399	Low
Between 0,000 - 0,199	Very Low (invalid)

Source: Parwati and Widelia, 2018

PLS Analysis

According to Ghozali (2011) in Parwati & Widelia (2018), the purpose of PLS is to obtain the value of latent variables for predictive purposes. Latent variables are linear aggregates of existing indicators, weight estimates are used to create a component score of latent variables obtained based on how the inner model and the outer model are specified. The result is the residual variance of the minimized independent variable.

There are three categories in PLS obtained from parameter estimation, namely:

- Weight estimates are used to score latent variables
- Path estimate used to connect between latent variables and their indicator blocks
- Relationship with means and values of regression constants for indicators and latent variables

So that researchers get all three estimates, PLS uses a three-stage iteration process and each of these iterations produces estimates. The first stage produces weight estimates, the second stage produces estimates for the inner model and for the outer model and the third stage produces estimates of means and locations.

In the first stage, the iteration process of indicators and latent variables is needed as a deviation from the means value. The second step is needed to calculate the means and location parameters. In the third step, the estimation can be obtained based on the original metric data, the weight estimate and path estimate results.

PLS Evaluation

PLS evaluation for measurement prediction, has non-parametric nature. Therefore, PLS evaluation is done by assessing the outer model and also the inner model. For more details can be seen as follows:

1.   Outer model

An outer model evaluation is carried out to assess the validity and reliability of the model. Outer models with reflexive indicators are evaluated through convergent and discriminant validity for indicators of latent constructs, and also through composite reliability and Cronbach alpha for the indicator blocks (Ghozali, 2011: 107).

Convergent validity has the principle that the manifest variable of a construct should be highly correlated. Test the convergent indicator convergent validity can be determined from the loading factor value for each construct, where the recommended loading factor value should be greater than 0.7 for confirmatory research, and the loading factor value between 0.6 to 0.7 for research exploratory in nature are still

acceptable, and the average variance extracted (AVE) value must be greater than 0.5.

Discriminant validity has the principle that manifest construct models that are different should not be highly correlated. The way to test discriminant validity with reflexive indicators is to look at the cross loading value for each variable which must be smaller than 0.7. Another method that can be used to test discriminant validity is by comparing the square root of AVE for each construct with the correlation value between constructs in the model. Good discriminant validity is shown from the AVE squared for each construct greater than the correlation between constructs in the model (Ghozali, 2011: 109).

2.   Inner model

To assess structural models with structural PLS can be seen from the R-Squares value for each endogenous latent variable that is used as the predictive power of the structural model. R-Squares value is a test of goodness of fit model. Changes in the value of R-Squares are used to explain the effect of certain exogenous latent variables on endogenous latent variables, whether or not substantive influences. R-Squares Value 0.76; 0.33 and 0.19 for endogenous latent variables in the structural model show strong, moderate and weak models. The results of PLS R-Squares can present the number of variances of the constructs explained by the model.

Then the model evaluation is done by looking at the significant value to find out between variables through the bootstrapping procedure that is used for the precision of PLS estimation. This bootstrap approach uses all original samples to do resampling. Recommendations for a sample size of bootstrap that is equal to 5000 with a record that the number must be greater than the original sample, but some literature suggests the number of bootstrap samples of 200 to 1,000 is very sufficient to correct the standard of error of the estimated PLS.

Result And Findings

This chapter consist of the data collected from the questionnaire. The analysis included demographic of respondents, descriptive, hypothesis testing, and findings. Begin with the reliability test using Cornbach's alpha technique to measure the data whether it is reliable and the hypothesis testing using simple regression technique. Furthermore, this chapter ends with the data findings.

Validity and Reliability Testing

Table 3 shows the result of validity and reliability testing based on the data analysis. Validity values can be determined from Average Extracted Variances (AVE). Recommended AVE value is more than 0.5. Validity also can be determine from factor loading values. The item is valid if the factor loading value is more than 0.7. Table 4.3.1 shows that all of the questionnaire items is valid because the factor loading value for each item more than 0.7. Then, the table 4.3.1 also shows the questionnaire item have fulfilled the standard of validity testing that the score is more than 0.5. The reliability testing is valid if the value of composite

reliability more than 0.7, and based on the table 3 all the questionnaire items give a value more than 0.7 and this mean the item of questionnaire is valid.

Table 3. Validity and Reliability Results

Variable	Item	Factor loading	Cronbach's Alpha	AVE	Composite Reliability
Attractiveness	A1	0.758			
	A2	0.775			
	A3	0.76	0.843	0.613	0.888
	A4	0.823			
	A5	0.798			
Expertise	A6	0.782			
	A7	0.846			
	A8	0.872	0.904	0.677	0.926
	A9	0.846			
	A10	0.853			
Trustworthiness	A11	0.815			
	A12	0.864			
	A13	0.886	0.896	0.706	0.923
	A14	0.872			
	A15	0.869			
Brand Image	A16	0.729			
	A17	0.856			
	A18	0.85	0.921	0.863	0.95
	A19	0.88			
	A20	0.824			
	A21	0.79			
Purchase Decision	A22	0.92			
	A23	0.934	0.913	0.742	0.935
	A24	0.934			

Source: Output SmartPLS3

Discriminant validity testing shows the value of each variable is bigger than construct correlation value, it is showed on the table 4 That is mean if all the variable is discriminately valid.

Table 4. Discriminant Validity Testing Results

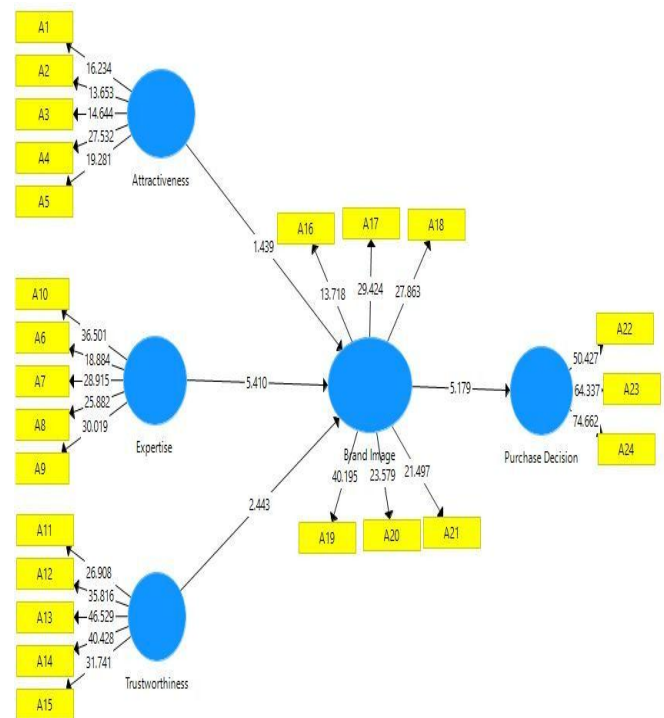|	Attractiveness	Brand Image	Expertise	Purchase Decis...	Trustworthiness
Attractiveness	0.783				
Brand Image	0.606	0.823			
Expertise	0.684	0.708	0.841		
Purchase Decis...	0.599	0.400	0.409	0.929	
Trustworthiness	0.644	0.606	0.602	0.695	0.862

Source: Output SmartPLS3

Figure 2. Full Structural Model
Source: Output SmartPLS3

Hypothesis Testing Results

Based on the data analysis with SmartPLS 3.2 for all of the created hypothesis, there are 3 accepted hypotheses and 1 unaccepted hypothesis. The results showed on the table 5.

Table 5. Hypothesis Testing Results

	Path Coefficients	Sample Mean (M)	Standard Deviation	T Statistics (|O/STDEV|)	P Values	Results
Attractiveness -> Brand Image	0.127	0.132	0.086	1.478	0.14	Reject H1
Expertise -> Brand Image	0.48	0.474	0.091	5.293	0	Accept H2
Trustworthiness -> Brand Image	0.235	0.24	0.095	2.475	0.014	Accept H3
Brand Image -> Purchase Decision	0.4	0.402	0.073	5.518	0	Accept H4

Source: Output SmartPLS3

This research use level of confidence 95% which the t-value > 1.96 means that if t-statistic value > 1.96 then the hypothesis have a significantly impact for each variable but if the t-statistic value < 1.96 then the hypothesis doesn't have significantly impact.

Hypothesis 1 statement about the celebrity entrepreneur credibility in attractiveness variable have a significantly impact for brand image based on the data analysis could be rejected because the t-statistic value is less than 1.96 i.e 1,478 and the path coefficients value is 0.127. This is mean if the attractiveness variable does not give a significantly impact for brand image.

Hypothesis 2 statement about the celebrity entrepreneur credibility in expertise variable have a significantly impact for brand image based on the data analysis is acceptable because the t-statistic value is more than 1.96 i.e 5,293 and the path coefficients value is 0.48. This is mean if the expertise variable does give a significantly impact for brand image.

Hypothesis 3 statement about the celebrity entrepreneur credibility in trustworthiness variable have a significantly

impact for brand image based on the data analysis is acceptable because the t-statistic value is more than 1.96 i.e 2,475 and the path coefficients value is 0.235. This is mean if the trustworthiness variable does give a significantly impact for brand image.

Hypothesis 4 statement about brand image variable have a significantly impact for purchase decision based on the data analysis is acceptable because the t-statistic value is more than 1.96 i.e 5,518 and the path coefficients value is 0.4. This is mean if the brand image variable does give a significantly impact for purchase decision.

Discussion

The findings reveal that celebrity entrepreneur credibility only two variables has a significantly impact fro brand image which is expertise and trustworthiness but in attractiveness variable does not have significantly impact for brand image. Another finding about brand image also has a significantly impact for purchase decision. The correlation values and loading factor of three constructs attractiveness, trustworthiness, and expertise, represent the contribution on celebrity entrepreneur.

But the different results is showed in this research, Pornpitakpan, 2004 state attractiveness celebrity can help in increase impact of brand image, but in this research, the attractiveness variable didn't show that significantly impact to brand image. This different result could be happened because the celebrity's entrepreneur has a lot of product and it caused their attractiveness have not give an important impact for brand image. This result in line with previous research Lie, 2017 that show if the attractiveness has a weakest influence for Indonesian consumers.

Different with attractiveness variable, in expertise variable show a significantly impact for brand image it is mean the finding in line with previous research such as Priyankara et al, 2017 that state if the celebrity used in advertisements should have following qualifications in the way to endorse the product. Firstly, should have knowledge about product and make sure the product is good. In Geprek Bensu, the owner, Ruben Onsu, success to show his ability and experience for create good brand image. Moreover, the respondent also has trust to celebrity about the product based on the trustworthiness of celebrity give significantly impact for brand image.

Furthermore, the findings of this research also show the significantly impact of brand image to purchase decision. According to Kotler and Keller (2011), consumer purchase decision is the findings on how individual or group purchase goods or services, to satisfy needs and wants. After the celebrity entrepreneur credibility in expertise and trustworthiness could give a significantly impact for brand image. Then the brand image give a significantly impact for purchase decision. It is important for consumer to recognize and remember the brand, according to Ambadar, et al, 2007, brand image is measure of the strength of the existence of a brand in the minds of consumers. In this research, most of celebrity credibility could create the brand image of Geprek Bensu. And the finding reveals, the purchase decision will be depended on the brand image that have built by the celebrity entrepreneur.

Conclusion

The results of this research shown expertise and trustworthiness play an important role on impact to brand image of celebrity entrepreneur product. But for celebrity's attractiveness does not give a significantly impact for create a brand image. After that, brand image also important for consumer purchase decision. Moreover, to attract more consumers, companies need to increase their brand image in the first place since brand image has an impact for consumer purchase decision. In addition, celebrity used in the celebrity endorse strategy need to have a good credibility to attract consumer. For the future study, there are many other variables can be exchanged with other variables such as familiarity of celebrity, celebrity negative issues, and also increase the number of the respondents to get more accurate research.

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