

## THE INFLUENCE OF ENDORSER CREDIBILITY AND ADVERTISING EFFECTIVENESS TOWARDS BRAND ATTITUDE AND PURCHASE INTENTION OF OPPO INDONESIA

SHAREN VERONICA  
KLEMENS WEDANAJI PRASASTYO

Trisakti School of Management, Jln. Kyai Tapa No.20 Grogol, Jakarta 11440  
sharen.201560176@gmail.com

**ABSTRACT:** The purpose of this study is to investigate the effect of endorser's trustworthiness, expertness, similarity and attractiveness towards attitude to advert, the effect of attitude to advert to brand attitude and purchase intention, and lastly to analyze the moderating effect of brand attitude on the effect of attitude to advert to purchase intention on OPPO smartphone Indonesia in the case of millennials. There are four independent variables, one moderating variable and three dependent variables in this research. The independent variables are endorser's trustworthiness, expertness, similarity and attractiveness, the moderating variable is brand attitude and the dependent variable is attitude to advert, brand attitude and purchase intention. Data used for this research is obtained from direct distribution questionnaires distributed in October through December 2018 through purposive sampling. Respondents belong in the millennial age group. All data collected from respondents is processed using Structural Equation Modeling method using WarpPLS software 6.0 edition. Confirmatory factor analysis were used in evaluating scale measures, whereas path coefficient and p value significance measures were used to assess the impact. Trustworthiness, expertness, similarity and attractiveness of an endorser was found to have a significant effect towards attitude to advert. Attitude to advert and brand attitude was found to have a highly significant effect to purchase intention. There was no moderating effect found between brand attitude and the effect of attitude toward advert to purchase intention. The findings provide understanding of consumer behavior in context of millennials toward the use of celebrity figure for endorsements in advertisements.

**Keywords:** Trustworthiness, Expertness, Similarity, Attractiveness, Attitude to Advert, Brand Attitude, Purchase Intention

**ABSTRAK:** Secara umum tujuan dari penelitian ini adalah untuk mengetahui pengaruh trustworthiness, expertness, similarity dan attractiveness seorang endorser terhadap attitude toward advert, untuk mengetahui pengaruh attitude to advert dan brand attitude terhadap purchase intention, dan juga untuk mengetahui pengaruh moderasi brand attitude pada pengaruh attitude to advert terhadap purchase intention dalam OPPO Indonesia. Terdapat empat variabel independen, satu variabel moderasi dan tiga variabel dependen dalam penelitian ini. Variabel independen adalah trustworthiness, expertness, similarity dan attractiveness seorang endorser, variabel moderasi adalah brand attitude dan variabel dependen adalah attitude to advert, brand attitude dan purchase intention. Data yang digunakan dalam penelitian ini diperoleh dari kuesioner yang didistribusikan pada bulan October hingga Desember 2018 melalui sampling tertuju, dimana semua responden telah memenuhi kriteria yang dibutuhkan. Analisa dilakukan dengan metode Structural Equation Modeling dengan alat statistika WarpPLS 6.0. Hasil penelitian menunjukkan bahwa variabel trustworthiness, expertness, similarity dan attractiveness berpengaruh secara signifikan terhadap attitude toward advert. Pengaruh signifikan juga ditemukan antara attitude to advert terhadap brand attitude, brand attitude terhadap purchase intention, dan juga attitude to advert terhadap purchase intention. Sedangkan variable brand attitude tidak memoderasi pengaruh attitude to advert terhadap purchase intention.

**Kata Kunci:** Trustworthiness, Expertness, Similarity, Attractiveness, Attitude to Advert, Brand Attitude, Purchase Intention

### Introduction

In the modern world, advancement of technology had affected people's lifestyle and behavior in everyday life, including in means of accessing information of product advertisements. Today, people around the world are using their smartphones and tablets to access the internet and are spending more than half of their time online using smartphone applications. Millennials are reported spending nearly 70 percent of their connected time on smartphones while older generations spend about 30 percent of their digital time with smartphones and 18 percent with tablets (Belch and Belch, 2018, 25). Based on *Nielsen Consumer Media View* survey conducted in 11 main cities in Indonesia, TV penetration for advertising means is still leading with 96%, followed by Out of Home (53%), Internet (44%), Radio (37%), Newspaper (7%), Tabloid and Magazine (3%). Internet as one of the media with high penetration level marks that Indonesians more and more prefer to access contents through digital media.

High consumerism way of life and a habit of sharing important moments may account for the high active rate of Indonesia citizens in Instagram. Aside from personal use, social media platform is also utilized for ecommerce marketing strategies as younger generations are switching to online means of shopping and are easily influenced via social media in their purchasing attitude.

The millennial generation, or also called by the name generation Y or generation echo boomers, those born between the year 1982 and 2000, is one of the most difficult of any segment for marketers to reach. Millennials often show a behavior of disinterested in describing their buying behavior, it seems they just don't want to buy. At the same time, this generation segment is just too large in size and has too much buying power to ignore. As a result, companies are attempting to better understand the millennials,

rather than ignoring them, by developing marketing programs that might attract their interest (Belch and Belch, 2018, 48). Marketers can no longer be tied to a specific communication tool such as media advertising, rather they should use whatever contact methods offer the best way of delivering the message to their target audience.

Viewing this opportunity, many companies in Indonesia has transitioned into a digital environment. Companies are increasingly incorporating digital marketing into their marketing communication plan. There are various means of advertising a company could use to influence their target market and reach their advertising goals. One of the most famous ways is the use of endorsement through social media platform. Celebrity endorsement is known as one of the most popular tool of advertising in recent time and it is perceived as an effective formula to build brand image and product marketing. The usage of 'celebrity' in an advertising context is commonly referred as a celebrity endorser who can be defined as "Any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement." (McCracken, 1989)

Endorsement is an effective way to connect to consumers because people tend to change their lifestyles according to the public trend, especially acknowledging Indonesia's collectivist society, in which individuals are expected to conform to the ideals of the society. Makwana et al (2015) mentioned in his study that celebrity endorsement helps transfer awareness to the product in the middle of the modern world of marketing communication which is flooded with advertisements, where it becomes very difficult to get noticed in such clutter. Endorsing a product to a celebrity makes consumer feel better about the product, and also give a sense of trust and belongingness of

celebrity towards the brand. (Makwana et al. 2015)

Previous research about celebrity endorsers stated that celebrities are commonly used as endorsers because they effectively improve brand recognition and recall (Elliott et al. 2015; Friedman et al. 1979). Celebrities attract attention, and their appealing characteristics are expected to be transferred into the advertised brand image (Batra et al., 1996). Many studies have also shown that celebrity endorsers favorably influenced important advertising effectiveness measures such as attitudes toward the ad (AAD), attitude toward the brand (ABR) and purchase intention (PIN) (Atkin & Block. 1983; La Ferle & Choi. 2005; Petty et al. 1983). Furthermore, celebrity endorsement strategy has the ability to create an image for a product through meaning transfer (McCracken. 1989). For these advantages, companies are willing to pay a great amount to have celebrities endorse their brands in the advertisement. However, an endorser's characteristics must match the brand so that the targeted audience is able to identify with the endorser (Elliott et al. 2015).

The growing popularity of mobile phones as the primary tool for telecommunication in Indonesia had led to a fierce competition for market share between mobile phone companies. Incorporating a celebrity or a public figure as a brand ambassador or featuring a celebrity into its advertisement had become a common way of advertising, including in mobile phone industry.

In this study, researcher would like to focus on one of the new leading brands of smartphone industry in Indonesia, OPPO. OPPO is a new but fast-growing electronic producer based in China, that is well known for the smartphone it produces. OPPO entered the Indonesia market at 2014 and had been winning the hearts of Indonesian people with their high technology but affordable smartphones. OPPO had been consistently occupying Indonesia's top 5 smartphone brands for the last 4 years. OPPO

features various brand faces and endorsers in their advertisement, among them are Indonesian well-known teen celebrities such as Isyana Sarasvati, Raisa, Chelsea Islan, Raline Shah and Jonathan Christie.

Based on the elaboration above, this study aims to examine "THE EFFECT OF ENDORSER CREDIBILITY AND ADVERTISING EFFECTIVENESS ON BRAND ATTITUDE AND PURCHASE INTENTION OF OPPO SMARTPHONE INDONESIA IN THE CASE OF MILLENNIALS"

### **Literature Review and Hypothesis Development**

In designing a marketing communication strategy, marketers try to formulate a strategy that will achieve the desired response that had been set when setting the message objectives. There are three fundamental matter in formulating a communication strategy; what to say (message strategy), how to say it (creative strategy), and who should say it (message source). In selecting message strategy, management searches for unique features, appeals or ideas that will tie in to the brand positioning and help establish points-of parity or points-of-difference. In selecting a creative strategy, marketers can choose between informational appeal which elaborates on product or service attributes or benefits, or transformational appeal which elaborates on a non-product-related benefit or image. Beside selecting the right appeal, selecting the message source is also an important decision in composing creative strategy. Research has shown that the source's credibility is crucial to a message's acceptance. The three most often identified sources of credibility are expertise, trustworthiness, and likability. Marketers tend to choose a message source which is more credible, and credibility is measured from three dimensions – expertise, trustworthiness, and likability. While a source's credibility increases message acceptance,

attractive or popular sources can achieve higher attention and recall, which is why some companies use celebrities as spokespeople to deliver the message. (Kotler and Keller, 2015, p.588-590).

Marketers try to select individuals whose traits will maximize message influence. The source may either be knowledgeable, popular, and/or physically attractive; typify the target audience; or have the power to reward or punish the receiver in some manner. Herbert Kelman developed three basic categories of source attributes: credibility, attractiveness, and power. (Belch and Belch, 2015, p.184)

Trustworthiness refers to the honesty, sincerity and truthfulness of the source, or in other words, the receiver's perception of the probability that an endorser communicates the claims that he/she considers most truthful. (Munnukka et al, 2015). When a recipient of a message is confident that an expert source will be willing to provide accurate information because of his or her high trustworthiness, they may forgo the effortful task of scrutinizing the message and instead, unthinkingly accept the conclusion as valid

#### **H1 : An endorser's trustworthiness affects attitude toward advertisements of OPPO Indonesia**

Expertness refers to the perceived competence of a source to make a claim, such as an endorser's knowledge, experience or skills (Munnukka et al, 2015). Previous studies have shown that a source that possesses expertise in the field of the advertised object has higher persuasion effect compared to a non-expert source. (Maddux and Rogers, 1980) Whether a source is indeed an expert is actually less important, it is more important how the target audience perceives the source. (Shimp and Andrews, 2013, p.292) Take as an example of how we are better sold by a salesperson that seems to know their product well, seen as having an expert knowledge in the field of advertised object than from an unknowledgeable

salesperson. Expertise is believed to be a factor that increases persuasiveness beyond the effect of trustworthiness (Shimp, 2013).

#### **H2 : An endorser's expertness affects attitude toward advertisements of OPPO Indonesia**

Source attractiveness refers to the social value recipients attribute to a communicator. This value relates to the person's physical appearance, personality, social status, or similarity to the receiver (Solomon, 2015, p.346). Attractiveness doesn't simply mean physical attractiveness, but it also includes any number of virtuous characteristics that consumers may perceive in an endorser such as intellectual skills, personality properties, lifestyle characteristics and so on. Attractiveness can be viewed generally as a positive attitude toward the endorser. When receivers perceive a source as attractive, it leads to persuasion through a process of identification – the receiver is motivated to seek a relationship with the source and adopts a similar position in terms of beliefs, attitudes, preferences, or behavior (Shimp and Andrews, 2013, p.293).

#### **H3 : An endorser's attractiveness affects attitude toward advertisements of OPPO Indonesia**

Similarity is understood as the perceived similarity of the source to the recipient (e.g. similarity in terms of demographic or ideological aspects) (Munnukka et al, 2015). Belch and Belch (2018) stated that marketers recognize that people are more likely to be influenced by a message coming from someone with whom they feel a sense of similarity. If the communicator and receiver have similar needs, goals, interests, and lifestyles, the position advocated by the source is better understood and received. Similarity is also used by creating a situation where the consumer feels empathy for the person shown in the commercial.

#### **H4 : An endorser's similarity affects attitude toward advertisements of OPPO Indonesia**

Attitude as defined by Kotler is known as a person's enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea. (Kotler, 2015) Attitude toward the ad represents the receivers' feelings of favorability or unfavorability toward the ad. These thoughts may include reactions to ad execution factors such as the creativity of the ad, the quality of the visual effects, colors and voice tones. Consumer's attitude to advertisement serve as a facilitator of both brand attitude and brand-related cognition (Mackenzie and Lutz, 1989). Attitude to Ad might be useful to study as it will give a clearer implication to marketer about this variable being a determinant for brand attitude, and the result would be useful in determining the advertising technique to implement to encourage attention to the brand.

**H5 : Attitude toward advertisement affects brand attitude of OPPO Indonesia**

**H6 : Attitude toward advertisement affect purchase intention of OPPO Indonesia**

Brand attitudes are consumers' overall evaluations of a brand and often form the basis for brand choice. Brand attitudes generally depend on specific attributes and benefits to the brand. (Keller 2013, 117). Brand attitude from a consumer relates to judgements and feelings toward a brand. These judgements are formed by evaluating brand performance and imagery associations. Brand attitude is driven by brand associations which is supported by brand awareness. A positive brand attitude leads to a strong brand attachment, consumer's resistance to change and the ability of a brand to withstand bad news like a product or service failure (Keller 2013, 130). By understanding the importance of brand attitude, marketer will be able to develop and improve communication strategies for creating, changing or reinforcing brand attitudes.

Data analysis method used in this research uses Structural Equation Modelling using WarpPLS 6.0 tool. WarpPLS is a method

**H7 : Brand attitude affect purchase intention of OPPO Indonesia**

**H8 : Brand attitude moderates the effect of attitude to advert towards purchase intention of OPPO Indonesia**

**Research Method**

This research is categorized as a conclusive research. Its goal is to find out the effect of effect of credibility features of an endorser towards attitude to advert, brand attitude, purchase intention. Respondents in this research are millennials who is not a user of OPPO smartphone with the following criteria:

- (1) The respondent is working millennials aged 25 and above
- (2) The respondent has never owned an OPPO smartphone previously
- (3) The respondent has seen OPPO advertisement featuring Raisa as the celebrity endorser

Data used in this research are primary data. Primary data is data obtained directly from data sources that have a direct relationship with research problems. According to Sekaran and Bougie (2016: 180) Primary data is *"data collected first-hand for subsequent analysis to find solutions to the problem researched"*.

The number of samples taken by researcher is as many as 264 respondents. Hair *et al.*, (2014, 100) explain *"the researcher generally would not factor analyze a sample of fewer than 50 observation and preferably the sample size should be 100 or large."*

Sampling technique used in this research is non-probability sampling that is purposive sampling method. According to Sekaran and Bougie (2010: 180) non-probability sampling *"is sampling method in which the elements in the population do not have probabilities attached to their being chosen as sample subjects."* Non-probability sampling is a sampling technique that does not give equal opportunity to every element in a population. developed from SEM PLS method, where it can be used for non-recursive model, and it can also analyze nonlinear model.

**Research Result**

data obtained:

The following are the results of research from the

**Table 1**

<b>Gender</b>		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Male	104	40.6	40.6	40.6
	Female	152	59.4	59.4	100.0
	Total	100	100.0	100.0	

Based on the table above, majority of the respondents taken for this research is female with a percentage of 59.4%, while male respondents have a percentage of 40.6%. This

shows that there is quite a significant difference between female and male respondent's motives to take place as a respondent in the research.

**Table 2**

<b>Age</b>		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	25-30	216	84.4	84.4	84.4
	31-35	40	15.6	15.6	100.0
	Total	256	100.0	100.0	

Based on the table above, a great portion of the respondents came from the age group of 25-30 with a significant percentage of 84.4%. Other 15.6% respondents belong to the age group of 31-35. This data shows that the age category in this research had represent the Gen Y or the Millennials age group where they were

born during the year 1980 until 1996 or they are in the age range of 39 until 23. This research used respondents from the millennial age group as the researcher would like to place a special attention on the consumer behavior from the millennial generations.

**Table 3**

<b>Occupation</b>		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Director	7	2.7	2.7	2.7
	Manager	26	10.2	10.2	12.9
	Supervisor	31	12.1	12.1	25.0
	Staff	158	61.7	61.7	86.7
	Entrepreneur	34	13.3	13.3	100
	Total	100	100.0	100.0	

Based on table above, majority of respondents are working staffs with 158 persons, which leads by 61.7 percent of all respondent. Next is entrepreneurs with 34 persons or 13.3

percent of total respondents, supervisor with 31 persons or 12.1 percent of total respondents, manager with 26 persons or 10.2 percent of total respondents, and director with 7 persons or 2.7

percent of total respondents. From the data above, researcher can draw conclusion that in general respondents have purchasing power and are independent in their action of choosing, evaluating, and buying product or service that

can fulfill their needs. This situation strengthens the credibility of respondents in answering the questionnaire related to evaluation of attitude and intention.

**Table 4 Validity Test Results**

Variable	Question Item	Loading factor	AVE	Explanation
<b>Trustworthiness (X<sub>1</sub>)</b>	TR1	0.940	0.949	Valid
	TR2	0.939		Valid
	TR3	0.962		Valid
	TR4	0.958		Valid
<b>Expertness (X<sub>2</sub>)</b>	EX1	0.908	0.920	Valid
	EX2	0.927		Valid
	EX3	0.936		Valid
	EX4	0.908		Valid
<b>Similarity (X<sub>3</sub>)</b>	SI1	0.754	0.759	Valid
	SI2	0.868		Valid
	SI3	0.498		Valid
<b>Attractiveness (X<sub>4</sub>)</b>	ATR1	0.914	0.924	Valid
	ATR2	0.940		Valid
	ATR3	0.899		Valid
	ATR4	0.704		Valid
<b>Attitude to advert (Y<sub>1</sub>)</b>	ATT1	0.855	0.941	Valid
	ATT2	0.909		Valid
	ATT3	0.914		Valid
	ATT4	0.861		Valid
<b>Brand attitude (Y<sub>2</sub>)</b>	BA1	0.849	0.911	Valid
	BA2	0.918		Valid
	BA3	0.870		Valid
<b>Purchase Intention (Y<sub>3</sub>)</b>	PI1	0.937	0.935	Valid
	PI2	0.942		Valid
	PI3	0.873		Valid

**Table 5 Reliability Test Results**

Variable	Number of Questions	Cronbach Alpha	Composite Reliability	Description
<b>Trustworthiness</b>	4	0.964	0.973	Reliable
<b>Expertness</b>	4	0.957	0.957	Reliable
<b>Similarity</b>	3	0.522	0.759	Reliable
<b>Attractiveness</b>	4	0.888	0.924	Reliable
<b>Attitude to Advert</b>	4	0.907	0.907	Reliable
<b>Brand attitude</b>	3	0.853	0.853	Reliable
<b>Purchase Intention</b>	3	0.906	0.906	Reliable

**Table 6 Path coefficient and P values**

<b>Independent variable</b>	<b>Dependent variable</b>	<b>Path coefficient</b>	<b>p-value</b>	<b>Inference</b>
Trustworthiness	Attitude to Advert	0.295	<0.001	Highly Significant
Expertness	Attitude to Advert	0.142	0.010	Significant
Similarity	Attitude to Advert	0.107	0.041	Significant
Attractiveness	Attitude to Advert	0.376	<0.001	Highly Significant
Attitude to Advert	Brand Attitude	0.797	<0.001	Highly Significant
Brand Attitude	Purchase Intention	0.520	<0.001	Highly Significant
Attitude to Advert	Purchase Intention	0.213	<0.001	Highly Significant

Based on table 6, the *p value* for path of Trustworthiness variable toward Attitude to Advert variable <0.001 and path coefficient value shows a value of 0.295, it can be concluded that there is a highly significant effect between Trustworthiness and Attitude to Advert of OPPO Indonesia.

Based on table 6, the *p value* for path of Expertness variable toward Attitude to Advert variable 0.010 and path coefficient value shows a value of 0.142, it can be concluded that there is a significant effect between Expertness and Attitude to Advert of OPPO Indonesia.

Based on table 6, the *p value* for path of Similarity variable toward Attitude to Advert variable 0.041 and path coefficient value shows a value of 0.107, it can be concluded that there is a significant effect between Similarity and Attitude to Advert of OPPO Indonesia.

Based on table 6, the *p value* for path of Attractiveness variable toward Attitude to Advert variable <0.001 and path coefficient value shows a value of 0.376, it can be

concluded that there is a highly significant effect between Attractiveness and Attitude to Advert of OPPO Indonesia.

Based on table 6, the *p value* for path of Attitude to Advert variable toward Brand Attitude variable <0.001 and path coefficient value shows a value of 0.797, it can be concluded that there is a highly significant effect between Attitude to Advert and Brand Attitude of OPPO Indonesia.

Based on table 6, the *p value* for path of Brand Attitude variable toward Purchase Intention variable <0.001 and path coefficient value shows a value of 0.520, it can be concluded that there is a highly significant effect between Brand Attitude and Purchase Intention of OPPO Indonesia.

Based on table 6, the *p value* for path of Attitude to Advert variable toward Purchase Intention variable <0.001 and path coefficient value shows a value of 0.213, it can be concluded that there is a highly significant effect between Attitude to Advert and Purchase Intention of OPPO Indonesia.



**Table 7 Moderator variable path coefficient and p-value**

Moderator		Path	Coefficient	p-value	Inference
Brand Attitude (between attitude to advert towards purchase intention)		BA to PI	0.520	<0.001	Independent
		ATT to PI with BA as moderator	0.046	0.230	

Based on table 6, the *p value* for path of Brand Attitude variable toward Purchase Intention variable <0.001, marking it highly significant, while *p value* for path of Attitude to advert toward Purchase Intention with Brand Attitude as moderating variable 0.230, marking it not significant. Therefore, it can be concluded This means that there is no significant interaction effect of brand attitude towards the effect of attitude to advert towards purchase intention. In other words, brand attitude does not mediate the effect of attitude to advert towards purchase intention.

### Conclusion

Based on the results of the research that has been described, the researcher can make the following conclusions: (1) Trustworthiness has a highly significant effect on Attitude to advert. (2) Expertness has a significant effect on Attitude to advert (3) Similarity has a significant effect on Attitude to advert. (4) Attractiveness has a highly significant effect on Attitude to advert. (5) Attitude to advert has a highly significant effect on Brand attitude. (6) Brand attitude has a highly significant effect on Purchase intention. (7) Attitude to advert has a highly significant effect on Purchase intention. (8) Brand attitude does not moderate the effect of Attitude to advert towards Purchase intention.

In this research, the researcher realizes that there are still many limitations. Some

limitations in this research are: (1) There are limited credibility variables of endorser in this research, where in this research researchers only use four endorser credibility variables which is Trustworthiness, Expertness, Similarity and Attractiveness. (2) In this research, the data is being analyzed using an instruments that is based on the view or perceptions of the respondent. This can cause problems if the views or perceptions of the respondents are different. (3) Given the limitations of time, cost and energy, this study is only limited to the respondents in Jakarta. (4) The researcher cannot determine the seriousness of the respondent in filling out the questionnaire, due to the limited time. (5) There are time and cost limitations so that this study only uses 264 respondents, which these 264 respondents are considered to represent the population.

Some recommendations for further research are: (1) It is recommended for the next researcher to add more endorser credibility variables such as familiarity, liking and so on. (2) On further research, it is recommended for researchers to use statements that are easily understood by respondents. (3) Future studies should use more samples so that the samples taken can represent the population better. (4) Researchers suggest to add more question into the questionnaire in future research to improve the data. (5) It is recommended for future researchers to use a different categories research objects.

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